

Topics covered in *Contrary to Popular Belief, Cold Calling DOES Work! Volume II: Efficiency, The Science of Appointment Making.*

### ***General Topics***

The Need for Personal Improvement.

Is Cold Calling Really Necessary?

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The Necessary Skills in the Pipeline Phase of Selling Are Not the Same as Those Required in Appointment-setting.

Top Ten Biggest Mistakes Cold Callers Make on the Phone.

There's Actually Difference between a Cold Call and a Warm Call.

The Value of Knowing Our Metrics.

### ***Efficiency Topics***

Effectiveness versus efficiency in the appointment-setting process.

Priorities and the need to set appointments.

How many Initial Appointments do we need?

How to rid ourselves of those dreaded dry spells.

Cold calling is more than about just making dials.

Are we hooked on *Hopium* when it comes to our team's ability to set appointments?

Eight simple ideas to help sales management fix an empty pipeline.

Tracking results, coaching and cold calling activity.

Five simple rules to keep calling activity levels consistent.

Making some minimum of cold calling dials each day adds up over the year.

The value of Call Blocks—making a bunch of calls together.

How can we assure that we have the time to make calls?

Why goals are important in cold calling programs.

The value of making just one more dial in a Call Block.

Why the *drive by shooting* approach to prospecting is counterproductive.

Is your sales team just going through the motions when making cold calls?

The only four elements of the appointment-setting process we can improve.

If cold calling, how many targets can a sales professional pursue each year?

Is the, "Make more dials!" mantra the best way to set more cold calling appointments?

Cold calling is a great predictor of sales to come.

How much time does it take to set our required Initial Appointments?

How to motivate sales teams to make cold calls in a tough economy (or any time).

Five tips to help make that first cold call of the day.

Why is it important to take the long-term view of building territories over time?

Building the value of a territory over time.

How can we clone our best customers to prospect more efficiently?

How to leverage the concept of Dialogue Bonds.

An example of the cumulative effect of prospecting.

Another reason why investing time and effort into the creation of our cold calling lists is so important.

Four questions to ask ourselves to determine whether to apply Sales 2.0 techniques to the appointment-setting process.

To canvas or not, is the question my dear Watson. Ten questions to ask ourselves to determine the answer.

Why won't Johnny use our CRM (Customer Relationship Management software) to telephone prospect?