

4 Ways to COLD CALL Effectively

Posted by [Martha Newman, J.D., PCC, TopLawyerCoach, LLC](#) • May 6, 2010 • [Printer-friendly](#)



Silence Your Inner-Wallflower and PLUNGE Right In

Cold calling is a lot like networking. Just thinking about it can turn the most seasoned lawyer into a neurotic mess.

Managing cold calls, though, doesn't have to be scary.

It's all about **ATTITUDE!**

The trick is to just **plunge right in** and view cold calling as a **competitive opportunity**. The challenge is to get to know new people by making them warm up to you.

Here are four ways you can **quiet your fears of rejection** and **COLD CALL EFFECTIVELY**.

1. Establish credibility by mentioning a familiar person or organization.

You never want to hear "I don't know who you are" or "I don't know your firm."

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com



Credibility is the first thing you want to establish in any interaction. Having a mutual friend or acquaintance will immediately make you stand out. One tactic is to draft off brands of others, whether personal references or organizations, as a way to get past someone's initial reluctance. Or, you can tap into your [network of contacts](#) to find a path back to the person whom you're trying to reach.

2. State your value.

Once you have someone's commitment to listen to you, you'll need to be prepared to deliver a high-value proposition. **You'll have less than a minute to articulate why that person should not try to get off the phone.**

Remember, it's all about the person whom you're talking to. What can you do for them?

3. Make your pitch quick and convenient.

Don't talk too much. Pause throughout the conversation to get the other person's thoughts.

Also, remember the goal is to get an appointment where you can discuss the proposition in more detail. At the end of the conversation, suggest a lunch meeting and be sure to let the person know how important that meeting would be to you.

4. Be prepared to offer a compromise.

Even if the person isn't interested in your services, you could suggest getting together anyway just to meet. Always leave room for compromise.

Making cold calls takes **PATIENCE** and **DILIGENCE**.

Push procrastination away!

It's up to you to take the initiative!

Top Lawyer Coach, LLC
601 Penn Street
Fort Worth, TX 76102

817/992-6711
newman@toplawyercoach.com

