COLD CALLING AND SALES PROSPECTING:
A Day in the Life of a Top-Performing Sales Rep

INSIDESALES.COM
INTRODUCTION

A day in the life of a sales prospecting team has changed dramatically in the last 10 years.

Traditional smile-and-dial cold calling campaigns aren’t as effective as they used to be. In fact, what most successful sales prospecting teams do now isn’t really “cold calling” at all, even though many still use the term out of habit.

The new approach to sales prospecting is far more strategic and targeted, which creates a better experience for both the salesperson and the buyer. Today’s top sales prospecting teams use data science to predict the best prospects and to prescribe when and how to contact them. They combine these actionable insights with powerful sales acceleration technologies, including prescriptive dialers, email and engagement tracking and gamification platforms to dramatically improve visibility, productivity and effectiveness – ultimately increasing revenue by as much as 30% in as little as 90 days.

As a sales leader, the most valuable thing you have is your team’s time. In some companies we’ve studied, reps spend 40% of their time just looking for someone to call. What if you could optimize your reps’ workday to ensure they were prospecting and performing at the highest possible level at any given moment?

Well, buckle in, because you’re about to see what this kind of day looks like in action.

In this guide, you’ll discover how to marry sales prospecting best practices with breakthrough sales acceleration technology to achieve remarkable results – in some cases increasing your prospecting pipeline by up to 4x.

Just follow along as we walk you through a day in the life of a top-performing sales prospecting rep. It should be a lot of fun.

HERE’S WHAT YOU’LL FIND INSIDE:

- See how Stephen Lang, a sales development rep, structures his day to dramatically increase visibility, productivity and effectiveness.

- Learn how sales acceleration technology combined with prospecting best practices can increase revenue by 30% or more.

- Get Team Tear-Aways designed to help you coach your sales prospecting team.
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Hi, my name is Stephen Lang. Let’s look at a typical day as an SDR at Vandelay Industries.

Last Friday, my manager kicked off a weeklong “SMB Blitz” campaign.

**The daily goals?**

- 89 dials
- 12 connected calls
- 3 appointments

That is some serious sales prospecting.

I am going to show you how I accelerated the sales process by making my sales prospecting activities more visible, productive and effective.

It starts with a sales acceleration platform that tells me who to contact, when to call and what messaging to share.
Is your prospecting team working the right leads? Sales prospecting is all about quickly generating qualified opportunities and ultimately revenue.

Lead scoring has long been a part of the sales prospecting process, but it has a bad reputation on the sales floor.

Why?

Simply put, marketing-based lead scoring systems have never added much value when it comes to sales.

NeuralView®, InsideSales.com’s lead scoring and prioritization application, provides a different approach designed for salespeople, by salespeople.

With NeuralView you can know more, do more and sell more by applying proven sales prospecting best practices to the right leads at the right time.

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<th>THE PROSPECTING FORMULA WITH NEURALVIEW</th>
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TEAM TEAR-AWAY: PRESCRIPTIVE ANALYTICS, ARE YOU READY?

24% Revenue increase in closed business (1)

57% Of high performance sales teams rely on sales analytics (2)

Marketing and sales centered on predictive analytics improve ROI by 15% – 20% (4)

In 12 – 18 months smart selling with predictive analytics will jump 77% in sales organizations (5)

Organizations that embrace analytics are 2x more likely to outperform their peers (3)

CIOs rank analytics as the #1 factor to an organization’s competitiveness (6)

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1. InsideSales.com
2. 2015 State of Sales Report from Salesforce.com
5. 2015 State of Sales Report from Salesforce.com
6. IBM CIO Study 2009
7. InsideSales.com

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150 Million customer profiles
87 Billion sales interactions
1 Billion unique data points added each month

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InsideSales.com

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Share:
Once predictive and prescriptive analytics help me identify who to call and when to contact them, I can use PowerDialer™ to ensure I am calling people in the most efficient way, and capturing any impressions from those calls.

The first thing I do is head into my CRM to make sure things are in order for my campaign.

I know that for every 52 calls I make, I am only likely to connect on 8 of them. This offers 44 opportunities to leave a voicemail. So one of the first things I do is create a pre-recorded message tailored to the campaign that can be left automatically as I move from one call to another.

Because industry research shows that voicemail and email are most effective when used together, I then set up an email specifically tailored for the “SMB Blitz” campaign templates from my manager.

When I start dialing, I know that the analytics engine in the background of the dialer is serving me the best leads first. When I see my first lead has a score of 95, I know it is a hot lead.

I call, she answers – and we set an appointment.

The call is automatically logged in PowerDialer, which saves my lead in Salesforce, and I’m onto my next sales prospect. If they don’t answer, I just click to leave a pre-recorded voicemail and send a pre-written email.
SALES PROSPECTING POWERED BY A PRESCRIPTIVE DIALER

The rise of remote selling technologies fully equips sales teams to run successful sales prospecting campaigns without on-site visits.

With inside sales positions growing 300% faster than field reps, the industry landscape is changing (2013 Market Size Study). Gone are the days of blind cold calling.

As reps rely on telephone, email and remote presentations to communicate with customers more than ever before, their efforts should be more precise, eliminating the cold calling model of the past and accelerating sales with intelligent dialers.

By using a dialer powered by predictive analytics, sales teams can increase their sales by 30% or more.

Your sales prospecting process must have these crucial components:

• Rules-based call lists that target specific industries, titles, time zones, etc., so calling is deliberate and focused
• Data intelligence seamlessly injected into workflow
• Automated voicemail and email
• Click-to-call functionality from a CRM
• Ability to call from local numbers
• Automated tracking and recording
• Automatic data capture to CRM

The information gathered through this approach gives you the ability to know more, do more and ultimately sell more.

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<th>POWERDIALER</th>
<th>Managers</th>
<th>Sales Reps</th>
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<tr>
<td><strong>Know More</strong></td>
<td>Learn what individual reps and your collective sales team are doing. Call recordings, the ability to “whisper” to reps during calls and join calls in progress aid in coaching your team.</td>
<td>PowerDialer helps you know more about your prospects, giving you confidence the next record you dial is the best. You also have a more granular view of previous touches on the accounts.</td>
</tr>
<tr>
<td><strong>Do More</strong></td>
<td>You can build reports to learn best practices and push them across your team. You can also create prioritized call lists and email templates.</td>
<td>Stop switching between screens and apps and accomplish more in a shorter time. Data is automatically captured each time a lead record is touched.</td>
</tr>
<tr>
<td><strong>Sell More</strong></td>
<td>Increased visibility into your reps prospecting practices enables better pipeline management and forecasting.</td>
<td>With PowerDialer you have more conversations with qualified leads who are ready to buy.</td>
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PowerDialer

Sales calls have come a long way.

There was a time when reps relied on traditional cold calling, feverishly dialing numbers and trying to interact with people with whom they had no prior interaction. While old-school cold calling still happens, it is no longer as effective as it used to be.

Today the most effective sales prospecting is informed by data science and carried out with technology.

New technology has dramatically improved the cold calling and sales prospecting process. Not only can reps do more with prospecting applications designed to automate their workflow, but they can rely on sales data to help them sell more.

Automatically Capture Data to CRM

Management wants reps to gather more data, but sales reps are notoriously allergic to things that take their time.

In some ways, reps are right. Do you want them to spend 10 minutes writing up notes on a 5-minute call? Could they be setting another appointment if they were back on the phone?

PowerDialer automatically captures all of the meta data surrounding each call your reps make.

This information – number of rings until pick up, time of day a call is answered, day of week a contact is reached, etc. – is used to make the NeuralView application of PowerDialer more intelligent and accurate.

What’s more, calls are recorded and stored with the lead record, so that it is easy for a rep to access the most accurate records relevant to the lead instantly.

Automatic data capture to CRM lets reps make more calls, which is what they really want to do.

Automated Workflow

If reps make more calls and talk to more people, they make more sales. Simple, right?

Automation allows reps and managers to do more by reducing the time it takes to make calls, leave voicemails and send email messages.

Let’s say reps manually enter numbers from a list before making a call and that it takes about 10 seconds per number. That may not seem like much, but if a rep makes 52 calls a day, those 10 seconds turn into more than 8 minutes. In a month, that becomes 3 hours.

InsideSales.com PowerDialer is built on click-to-call technology. Reps make phone calls, send SMS messages, schedule future call-backs and leave prerecorded voicemails all with a simple click of their cursor.

Many reps avoid leaving voicemails because the time it takes to leave a message creates a huge time sink. Not to mention, after about 30 voicemails, enthusiasm and energy aren’t at their peak. Automated voicemails mean consistent, quality messages that take only seconds to leave.

Managers can also guide reps by crafting email templates they can share with their team. To send an email prior to a call, reps can simply select that option from the dialer, and choose which template they’d like. No more cutting-and-pasting or rewriting emails.
Prioritization

While the more-calls-equals-more-sales model holds true, it’s not just about dialing more numbers, it’s about dialing the right numbers.

PowerDialer, when enhanced with NeuralView, prioritizes lists so reps focus their time on the prospects who are most likely to pick up the phone and begin their buying journey.

Prioritization is measured in two ways:

- Likelihood to contact
- Likelihood to close

You may have prospects in your lists who are very likely to purchase from you, but if your reps call when those prospects happen to be out of the office, and only make one or two contact attempts, then the opportunity is lost.

PowerDialer is designed to solve this problem. The application analyzes information about a prospect in the context of trillions of external data points related to the sales process, and then assigns each prospect a score out of 100. The higher the number, the more likely they are to close.

Additionally, PowerDialer powered by NeuralView shuffles prospects to the top of a rep’s list according to the likelihood that they are available by phone at any given moment. This prioritization is refreshed hourly.

LocalPresence™

When your phone rings and the call is from a toll-free number, how likely are you to answer it?

What if the call is from a local number?

Contact rates increase by 38% when reps are using a local phone number. Additionally, operating with local numbers creates a virtual presence in any market.

Of course, owning great amounts of local numbers your reps can call through is expensive. One way around this is to let someone else carry the bill.

InsideSales.com owns local numbers from all across the country. Customers operate through InsideSales.com’s proprietary numbers when they use PowerDialer with LocalPresence.

Not only does this feature help reps contact more people, but it grants managers greater insight into information regarding geo-targeted tracking metrics. If teams begin to notice a higher contact or conversion rate with people in Texas, they may want to prioritize all prospects from that area.

Immediate Response™

A lead called within 5 minutes of requesting information is over 10x more likely to answer, and is 4x more likely to qualify, according to the July 2014 Lead Response Report.

Yet, the same research also indicates that 71% of internet-generated leads are never called.

PowerDialer’s immediate response feature automatically places new incoming leads at the top of sales reps’ lists, so your reps are responding to these leads that are already raising their hand.
Hi Joan, this is Michael Pedone with SalesBuzz.com. The reason for my call is that I have an idea on how to possibly help you avoid being rejected by gatekeepers in your sales calls. I wanted to see if it would make sense for us to have a quick conversation to find out a little bit more about what we have to offer. I can be reached at 888-123-4567. Again, this is Michael Pedone with SalesBuzz.com and my number is 888-123-4567. Thanks Joan.

**Tips:**

The word “avoid” intrigues your prospect and immediately allows you to mention a common pain point they can relate to.

Other intriguing words include:

*Cut, reduce, eliminate, prevent, solve, improve, enable, allow*

Write down your phone number as you say it. This ensures you are speaking slowly enough for your prospect to write it down.

### TEAM TEAR-AWAY: COLD CALLING TEMPLATES FROM MICHAEL PEDONE

**The Cold Call Template**

Hi {Prospect’s Name}, this is {Your Name} with {Your Company}.

I’m calling because I have an idea on how to possibly help you avoid {specifics of common pain} and wanted to see if it would make sense for us to have a quick conversation to find out more. I can be reached at {Your Number}.

Again, my name is {Your Name} with {Your Company} at {Your Number}.

Thanks {Prospect’s Name}.

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</tr>
<tr>
<td>Write down your phone number as you say it. This ensures you are speaking slowly enough for your prospect to write it down.</td>
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Hi Warren, this is Michael Pedone with AccountingXYZ.

I was speaking with Jim Green over at TWorks3 regarding how we helped him reduce costs associated with Sarbox compliance, and he mentioned I should give you a call to get your opinion. I can be reached at 888-123-4567.

Again, this is Michael Pedone with AccountingXYZ and my number is 888-123-4567.

Thanks Warren.
Hi Susan, this is Michael Pedone with CloudTrackingXYZ.

We recently helped MedNow, DocOnCall and FixYouUp eliminate the stress of slammed office schedules by mobilely optimizing their paperwork process, and wanted to see if this might be something you would possibly be interested in knowing a little more about as well. I can be reached at 888-123-4567.

Again, this is Michael Pedone with CloudTrackingXYZ and my number is 888-123-4567. Thanks Susan.

Tips:

Recently helped

This is a powerful incentive for your prospect to call you back. C-level executives always want to know what their competitors are doing.

Be authentic. Only reference companies that you have truly worked with and helped.

Contact information

Repeating your name, company information and number at the end of the call is crucial. No one likes to replay a voicemail to find contact info.
I’m ready for my next call, but before I move on to the next lead on my list, I get a notification from my email tracking application, Vision™.

Remember I mentioned leaving a voicemail and email for the second prospect this morning?

I’ve just received an alert that he clicked through the link to our website.

Now I just press the Click-to-Call™ button directly from the Vision notification, and in seconds, I have him on the phone.

We set an appointment, and I’m ready to continue with my campaign.
Sales prospecting is no longer a one-channel approach. Reps can’t expect to use phones exclusively and still be successful.

In fact, email is the most effective means of contacting prospects both in the office and outside of work. A whopping 87% of executives self-report as likely to respond to email, according to the 2014 Research Report: Optimizing Business Communications.

With such an evident opportunity, it may surprise you to learn that many reps remain ineffective when it comes to email prospecting.

Email tracking technology can change that.

Traditional email prospecting only provides useful information when a prospect responds. Until then, reps and managers are left in the dark.

Sales email tracking shows reps and managers whether or not prospects are reading emails and engaging with content.

Every email sent is an opportunity to place a marker with a prospect that can then track engagement from that point forward.

Reps Know in Real Time:

1. When an email is opened
2. Which links are clicked
3. When a prospect visits their website and how long prospects viewed specific pages
4. Which attachments are downloaded
5. Who an email was forwarded to
6. Which content is most effective

Consider the benefits of tracking this information in real-time. Just like with Immediate Response, you could swiftly respond to buying signals and with integrated telephony, your quick response will result in greater conversions.

Managers can see what kinds of emails and offers lead to better engagement. With that information, you can design future templates for improved results.

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<th>Managers</th>
<th>Sales Reps</th>
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<tr>
<td>Know More</td>
<td>You know what content is performing well, and can ensure you have the right types of collateral coming from your marketing department.</td>
<td>You can see in real-time when prospects open emails, which content they engage with and which websites and pages they visit.</td>
</tr>
<tr>
<td>Do More</td>
<td>Create templates and progress reports that are shareable with your sales team and superiors.</td>
<td>Automatic pop-ups improve efficiency by allowing you to call prospects with the click of a button.</td>
</tr>
<tr>
<td>Sell More</td>
<td>Knowing which content and collateral move engagement, you can more successfully strategize email campaigns.</td>
<td>You can immediately respond to buying signals and include the best content with each email.</td>
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Vision
InsideSales.com’s email tracking application, Vision, was built specifically to give managers and reps the visibility they need to prospect more effectively in order to quickly close more deals. Vision tracks website and email engagement, provides real-time alerts to sales reps, and automatically syncs all email communications to CRM.

When integrated with the InsideSales.com sales acceleration platform, Vision enables sales teams to leverage data intelligence to prescribe who to email, when and with what content.

Managers also can use Vision to improve sales team performance with visibility and reporting on all email communications between reps and prospects. Some have calculated an uplift in sales, which usually falls between 3% and 7%.

Cold Email Template
Cold emails that provide prospects with an enticing offer net higher open rates than those that feel generic and impersonal. A simple call-to-action resonates with readers. Once you receive a Vision alert that your email was received and opened, you can confidently call your prospect, knowing your offer is top-of-mind.

The following is an email template you can use with email tracking software:

COLD EMAIL TEMPLATE EXAMPLE

Subject Line: 10 minutes to get a 27% increase in revenue

Hi {Prospect’s First Name},

I have an idea that can be explained in 10 minutes that can get {Prospect’s Company Name} its next customers.

I recently used this idea to help a client (SaaS Company/Competitor) see an immediate 27% lift in business.

{Prospect’s First Name}, let’s schedule a quick 10-minute call so I can share this strategy with you.

I can be reached at {Your Number}.

When is best for you?

Thanks,

{Your Name}
INCREASE SALES PROSPECTING OUTPUT WITH GAMIFICATION

As I’m working my way through my campaign, I suddenly get a “Throwdown” notification from another rep on my team.

His Throwdown appears right in my CRM where PowerStandings™ usually shows my standings and my key metrics.

Throwdown accepted.

Game on.

He thinks he can set more appointments than me.
Sales prospecting is not a part-time activity to be done when “things are slow” or when marketing-supplied leads only go so far. It is important your reps understand that in order to grow, they must refine their sales prospecting skills.

How do you motivate them to do this?

You can’t pay commission on every activity that leads to a sale.

You need a motivation platform to provide visibility and incentives for sales prospecting activities executed with a level of engagement that will keep your activity levels high and sales funnel flowing.

Real-time motivation also means managers get real-time data, enabling them to make decisions and manage to results immediately.

InsideSales.com’s sales team motivation platform is called PowerStandings and, when applied on your sales floor, it can increase the output of your team by as much as 50%.

With leaderboards, throwdowns, achievements, neural notifications and measureable KPIs, your sales prospecting team will consistently perform with a competitive drive like you’ve never seen before.

PowerStandings identifies the more predictive activities involved in sales prospecting that are not already rewarded with commissions and adds additional visibility and game mechanics to those activities.

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<td>Sell More</td>
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League of Legends®, Call of Duty®, Xbox® and a host of other systems and games captivated an entire generation of millennials. Born from that phenomenon, gamification is a statistical and analytical science that reinforces effective behavior through gaming mechanics and drives incredible levels of productivity.
INCREASE SALES PROSPECTING OUTPUT WITH GAMIFICATION

**PowerStandings**

For a team where the sales cycle is weeks or months long, how can you keep your team doing the right daily tasks? One way is to set up key prospecting metrics and measure against them regularly. You can also do this weekly, monthly or in connection with specific campaigns.

Once these metrics are in place, having a gamification platform capable of tracking them in a fun and competitive way will only increase motivation and productivity. This is the purpose of PowerStandings.

To monitor and track these metrics in an engaging and visual manner, InsideSales.com created the following features in PowerStandings:

**Throwdowns**

Competition is one of the most powerful motivators. Throwdowns directly impact the DO MORE part of the sales prospecting equation, increasing rep productivity and effort.

Reps are awarded points for different sales prospecting activities. Some managers set up rewards systems, letting reps compete for extra points or wager points in Throwdowns. Points can then be exchanged for swag, long lunches or other real-world benefits.

By providing reps with the ability to compete and see who can reach the highest number of sales prospecting KPIs, you motivate them to make more dials. More dials leads to more conversations and more sales.

**Real-Time Feedback**

Everyone needs feedback to understand how he or she is performing.

Leaderboards satisfy that need in real time. Reps can know if they are meeting their prospecting numbers, and how their level of performance compares with other members of their team. If they’re behind, it pushes them to do more in order to catch up. If they’re in the lead, they’ll do whatever it takes to stay there.

**Achievements**

Salespeople are good because they love the thrill of succeeding. However, there is a lot of hard work stacked up just this side of success. Getting motivated to do that hard work is a struggle every day.

But what if you could reward your team along the way, keeping them on track between wins? This is where achievements come into play.

They could be anything from badges to spiffs. While these things alone won’t be enough for motivation, just like compensation and salary aren’t universal motivators, they fuel the fire that drives sales performance.

**Leaderboards**

Leaderboards target some of the same key motivators as Throwdowns. They use the same competitive elements by allowing reps to visualize where they stand in comparison to their peers.

This sort of visualization organically creates peer mentors among the reps in your office. Consistent results showcase their floor winners and top performers. Other reps tend to reach out to these leaders to learn from their technique. In this way, Leaderboards help build leaders as your reps play.
SEE THE ENTIRE DAY IN ACTION

It’s been a great day of cold calling and sales prospecting.

I’m excited to do it all over again.

To see my day from beginning to end, I invite you to watch the short video to the right.
Science helps you sell more. Or, as we like to say at InsideSales.com, science holds the key to unlocking human potential. Adding sales acceleration technology to your prospecting process will accelerate the sales cycle and drive revenue growth in ways no other lead scoring application or workflow automation solution can.

Your team will gain more visibility, productivity and effectiveness, empowering you to **KNOW more, DO more** and **SELL more**.

Now that you have seen the benefits of predictive selling and our sales acceleration technologies, it’s time to start implementing what you’ve learned.

Cold calling and sales prospecting often seem like daunting and intimidating tasks, but with the right technology and the right team, you can consistently crush your numbers.