

JULY 2021



# CHAMPIA NEWSLETTER

WWW.CHAMPIA.COM

770.953.0767

This independence day, lets bring forth a new wish to craft beautiful tomorrows for ourselves. Happy 4th of July!



Hate Cold Calling? Yeah, so does everyone else...

We have some tips for you! See the next page for details!

## HOW TO GET YOUR CLIENT'S BID TO THE TOP OF THE PILE IN THIS HIGHLY COMPETITIVE MARKET

Pay cash or waive financing if your clients are able



Get clients to be preapproved for a loan

Line up an attorney and asset information



Modify inspection requirements

Include escalation clauses

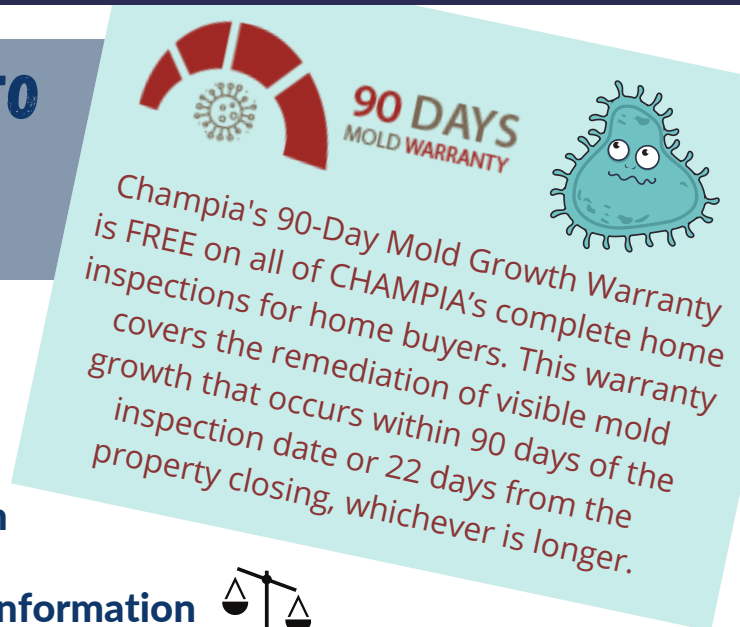


Remove contingencies

Personalize your bid



Include an appraisal gap guarantee



*Champia is committed to providing high-quality inspections for every home, condo or townhouse. We have the experience and knowledge to check homes for structural and mechanical defects along with other issues that may be the result of poor craftsmanship or neglect.*

# Everyone hates cold calling. Why is this good news for you?



## Effective Cold Calling Tips and Techniques

Rejection is a necessary part of all sales activity, no one closes 100% of their prospects. If someone says no, but is nice about it, ask why not. Don't try to sell them here, just try to learn. Run a practice call with your colleague and have them shut you down in the rudest way possible. Every time you get told no afterward, remind yourself that at least it wasn't as bad as that rejection.

If you keep getting told no, and you can't shake the negative feeling, go read/watch testimonials from clients who love working with your company. Remind yourself that you are helping people.

You know cold calling can't be mastered overnight, so set a goal to learn something in every conversation with a prospect, good or bad. Setting your expectations correctly and constantly learning as you go will put you years ahead of the average salesperson.

The burden is on you to build the most targeted list of people to contact so you're not wasting time on every call figuring out whether you can help the person who picked up. You're going to get rejected a lot less if you're smart about who you reach out to.

Cold calling is a performance. You need to be able to get in a zone just like actors do. Actors use scripts for most of their work. They're full of real human emotion! So it must be possible to use a script and talk like an actual person, but you can't just read your lines. It's easy to get great at utilizing a script in cold calls if you're willing to put in the work.

By keeping track of when prospects are more likely to answer the phone, and when they're more likely to speak with you, you can better focus your efforts during times it will make a bigger impact.

You're not looking to close a deal on a cold call – not even close. But you do need to make an ask. When you do, set clear next steps so both you and the prospect agree on how to proceed. Getting your prospects agreement on next steps, and even letting them adjust and give feedback early can make a big difference in deal flow.

You are not average. But it's still a rare event when a prospect actually picks up the phone, right? So, master the art of leaving an effective voicemail. First, decide what strategy you'll use to capture the prospect's interest in the voicemail. Remember, the goal isn't to start selling in your message, but to pique their curiosity enough to call you back.

Embrace rejection, don't run from it.

Focus on immediate learning, NOT immediate sales.

Don't waste anyone's time, including your own.

Follow your scripts like an actor, NOT like a robot.

Find a calling schedule that works. Make the right ask and set proper next steps.

Live at the intersection of quality & quantity.

Learn to leave effective voicemails.

**Cold calling is effective if you're following these best practices.**



DO make rejection fun instead of feared.  
DO practice, practice, practice  
DO prepare great questions and rebuttals.



DO NOT waste even one dial on a prospect you can't help.  
DO NOT go off-the-cuff before you're ready. (Stick to the script!)  
DO NOT spend time with tasks that can be eliminated or automated with technology.

**There are so many tools available to the modern salesperson that you should never have to suffer through tedious, inefficient sales activities again. These 4 are all great tools!**



Outreach

nextiva



DiscoverOrg

ConnectAndSell®  
The End of Dialing



WWW.CHAMPIA.COM



CHAMPIA  
REAL ESTATE INSPECTIONS

770.953.0767