

SALES & LEAD GENERATION

Isn't Warm Calling, Just Cold Calling?

By Leyla Hussein • 6 August 2018



Someone at a dinner once found out what I do and immediately pulled a face. Oh, you're the people who ring me at teatime about something I never asked for. I understood the reaction completely. What I spent the next few minutes explaining is that the calls he hated and the calls we make are not the same thing at all, even though they get lumped together under one word.

There is a common misconception that anyone phoning to talk about a product or service is cold calling. The assumption is that the caller is blindly working through whatever numbers they could find and delivering a pitch with no research into whether the person on the other end is even the right audience.

The stigma around sales

We have all been on the receiving end of a cold call, and within about five seconds we know whether we are interested. Usually we know we are not, because the product is completely irrelevant to us. And these calls are not rare, plenty of companies still sell this way. The result is a lot of confused, frustrated people who now assume every sales call is a waste of their time, which poisons the ground for any business genuinely trying to reach the right market.

That is exactly what warm calling exists to fix. Every warm call is backed by research and data showing the prospect has already expressed some interest in the product or service. The caller knows the relevant industry, speaks the language their market identifies with, and understands how and why what they are offering will actually benefit the person they are calling.

Cold calling is distant, disconnected and relentless. Warm calling is personable, appropriate and genuinely useful to the [customers it targets](#).

Do not confuse the two

If you would like to learn how professional warm calling can help your business win sales, [reach out to us](#) at contact@haywardmiller.co.uk or call 01842 777 760.

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