



Cold Calling Sucks

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2010-11-01 16:06:38

More and more business are opting for a policy of no cold calling because this marketing tool has not stood the test of time and is now considered more harmful than helpful.

Cold Calling Sucks

When I started my marketing career many moons ago, my first position was as a telemarketer for a cleaning services company. That job lasted a year and after I left I made a promise to myself that whatever marketing position I held in the future, I would do it on one condition: no cold calling.

As it turns out, it is difficult to find sales and marketing positions that involve no cold calling but they are definitely worth looking for and for one simple reason. And that's because cold calling sucks.

Anyone who has seen the film, *The 40-Year-Old Virgin* will know the scene where Catherine Keener tells Steve Carell where to go when she thinks he's a cold caller. She basically tells him to do something rather rude to his mother and it's clear this is a character that definitely has a no cold calling rule in her house.

These days, most homes and businesses have a no cold calling rule. But when did the tide turn for cold calling and how did cold callers wind up getting such a bad rap?

The fact of the matter is that these days most business owners know exactly what their business needs are and the last thing they want is some random cold caller telling them what they need. Like junk mail, cold calling just makes unnecessary mess.

These days, cold calling is under serious scrutiny as a viable marketing tool to the extent that some companies even have a no cold calling policy. There are many good reasons for a company to adopt a no cold calling policy.

Firstly and most obviously, cold calling does not win customers, it just irritates them. Most cold callers call at night when people are trying to relax and the cold call is seen as a total inconvenience.

Also cold callers tend to receive a minimum of training. Most of them work in boiler rooms for little money and no motivation other than an impending mortgage payment. Their lack of training and interest is usually way too visible to the potential customer.

This lack of training really becomes apparent if the cold call is made to a business. A busy professional can quickly spot an untrained person and again is just irritated by the call.

Another name for cold calling is blind calling and that's another good reason to have a policy of no cold calling. Blind calling is basically an unfocused marketing plan. The caller really has no idea if the person on the other end of the phone wants or needs the product of service. It's effectively a guessing game at the customer's expense.

Such is the aggravation that cold calling causes that the government has actually passed a law which says no cold calling after eight o'clock at night. Any calls after this time can be reported to the authorities.

So if your business doesn't already have a policy of no cold calling, it might be time to put one

in place because despite the hype, this marketing tool is not going to win you business but it might lose you some customers.

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