

Isn't Warm Calling, Just Cold Calling?

A common misconception surrounding sales calls is that callers pitching their product or service are all cold callers. This implies that the callers are blindly contacting whoever they can get details on and delivering their sales pitch without any prior research on who their relevant target market is.



The Stigma surrounding Sales

We have all been on the receiving end of a cold caller's sales pitch and within the first 5 seconds of receiving one of these calls, we know whether we are interested or not. In fact, most of the time we know we are not interested as the product or service is completely irrelevant to our situation.

The frequency of these calls isn't little either, a lot of companies adopt this style of selling. The results end with very confused, frustrated people who now assume all sales calls are irrelevant; -creating a very volatile environment for any other business trying to contact their relevant market.

This is the focus of warm calling, all calls made have supported research and data detailing that the prospects have expressed interest in the product or service beforehand. Callers will have knowledge in the relevant industry that their market identifies with and will be knowledgeable about how and why their product and service will benefit their prospects.

Cold calling is distant, unconnected and frequent.

Warm calling is personable, appropriate and beneficial to their [targeted customers](#).

Don't confuse the two.