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NEWS

Warm climate for cold calling

January 27th 2011

A consumer survey has turned up the surprising finding that cold calling is "becoming more publicly acceptable". That's because of developments in opt-out services and industry compliance, says Data Protection House, which is citing a MAP Marketing-GAP tracking study of 1,430 consumers.

The firm says landline marketing is becoming more acceptable because "companies with a good reputation tend to suppress their data files so that the consumers who opt out of receiving marketing calls don't get hassled".

It is flagging up this study in advance of [European Privacy and Data Protection Day](#) on 28 January, noting that the remaining companies that don't follow the law and regulation on unsolicited phone calls can receive a lot of bad press.

Of course, opt-out doesn't apply in the B2B market, where companies are fair game for cold calling, but generally this is a topic that continues to preoccupy many salespeople across the spectrum as other channels such as social media take hold.

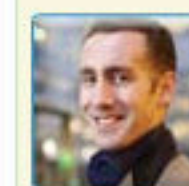
Indeed, one of the most active talking points on the [ISMM's LinkedIn group](#) has been on cold calling – with one saying that he was "really surprised to find my 'targets' very receptive and getting appointments".

Sales trainer Andy Preston reckons that now is the best time to be cold calling, whether over the phone or face-to-face. "There are plenty of people who tell you it's old school, outdated or last century – yet it still produces results for the people that do it. Because most people stopped doing it over the last few years, you've got a great opportunity to get ahead of your competitors. I've seen the biggest up-surge in interest in cold calling in the last six months than I've seen in years."

Another says: "I have told my sales team that their job is not to sell but rather to make qualified appointments and the sales will follow. Sometimes this helps reduce the aversion to cold calling."

And one other comment: "I love cold calling – you have to get in the zone and just do it. It still works today and always will."

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