

## Pre-Call Mental Checklist

# Cold Calling



*A New Approach  
That Works!*

**by Frank Maselli**

**Cold calling is a mental game!** For many advisors, it's a highly emotional process filled with negative imagery and false beliefs that keep them from becoming successful. One simple way to overcome these negative feelings is a psychological technique called "Counter-punching." Say these out loud before you begin. Use them as often as you need. They will help you take control of your emotions before and during your call time. Ultimately they will help you re-write your mental programming to turn your subconscious into a powerful ally for your success.

**False Belief**

**"Cold calling doesn't work...it's a waste of time."**

**Positive Reality Counterpunch**

**"Cold calling is proven as a highly effective and efficient way to reach out to new clients.** A tiny investment of time, energy, and resources can produce positive results very fast. Like any other marketing approach, it will work if I do it well.

**False Belief**

**"HNW investors don't respond to cold calls."**

**Positive Reality Counterpunch**

**"HNW investors respond to compelling value."**  
These are intelligent people who need my help. If I am direct and can give them meaningful benefits and a valid reason to meet with me...without wasting their precious time...they will do it.

**False Belief**

**"Cold calling is beneath my professional stature."**

**Positive Reality Counterpunch**

**"Saving someone's financial future doesn't harm my stature...it enhances it!"** As an experienced pro, I offer wisdom and guidance that few FAs can match. People need me right now and I must try to help in any way I can. That's what real professionals do.

**False Belief**

**"Cold calling success is a lucky shot-in-the-dark."**

**Positive Reality Counterpunch**

**"Cold calling gets me in front of more people who might be ready right now!"** It's impossible to know the exact moment when someone is thinking about their money or ready to consider a new advisor. Cold calling gives me a chance to be in the right place...at the right time - as often as possible.

**False Belief**

**"Cold calling is an annoyance...I hate the idea of interrupting people."**

**Positive Reality Counterpunch**

**"This could be the most critical call they ever get!"**  
More people today are thinking and worrying about their money than ever before in history. My brief call could lead them to new solutions and ultimately the peace-of-mind they crave.

**False Belief**

**"I'd rather just do seminars or get referrals."**

**Positive Reality Counterpunch**

**"Cold calling helps all my other market efforts."**  
Calling strengthens all my other marketing efforts by keeping my pipeline filled and keeping me active. That feeling of genuine abundance leads to increased confidence, greater personal energy and success in all areas.

**False Belief**

**"People don't do business with strangers over the phone."**

**Positive Reality Counterpunch**

**"I'm not selling anything...I'm trying to help!"** My goal in calling is to reach out to people who need help and a solution to their greatest challenges, not to pitch any product.

**False Belief**

**"I hate using scripts. They sound so canned!"**

**Positive Reality Counterpunch**

**"A good script conveys value quickly, with impact."**  
It keeps me focused. I may improvise later, but a script gives me power, precision and control. Remember - the world's best communicators use scripts...they just deliver them REALLY well.

**False Belief**

**"I have no time to cold call...I'm just too busy."**

**Positive Reality Counterpunch**

**"This is critical to my success and I will make time to do it"** One appt. per week = 20-30 new investors rescued per year.

**"There are no secrets to success. It is the result of preparation, hard work and learning from failure."  
- Colin Powell -**

# Cold Calling Do's & Don'ts

## Do

**Plan your calls in advance.** Have your prospecting lists ready and know exactly what you are going to say. Use this valuable time efficiently. Also, use a contact manager to track your performance and assess your results.

**Create and use a good script** with carefully chosen concepts and phrases that convey real value. Work on it and polish it until it becomes a tight, compelling story that hits people with impact. In most cases, the fewer words...the better.

**Block out time every day** specifically for cold-calling. Lock your door, put the phones on forward and stay focused. This will help you build momentum and get in the zone. It doesn't need to be the same time every day nor does it need to be a single block of time. Maybe three blocks of 30 minutes each is better for you than one 90-minute block. Find what works for you. Your energy level varies throughout the day. Test for this and learn when you are at your best.

**Record yourself**...at least your side of the conversation. Listening to yourself will help you improve your skills and give your coach some ideas to help you. All pro athletes watch game films. You are no different.

**Form a calling team** in the office and help each other. Brainstorm ideas on overcoming objections, getting past gate-keepers and ways to enhance your message. You can have some fun by holding activity-based campaigns with appropriate rewards.

**Work with a coach.** This can be your manager or an outside partner. Often someone else will pick up on things you're doing, both good and bad, that you might not be aware of. You can role-play and test different scripts. Plus it always helps to have someone to encourage you, train you, push you a little and hold you accountable for progress.

**Call to invite people to an event.** This might be one of the best possible calls you can make in today's environment. Whether you call it a seminar, workshop, summit meeting - whatever...your event needs to be educational, not product based. Ideally it should be at an upscale facility and close to their location. And it should offer some real value for their time. Plus there is something about calling to invite someone that takes the usual edge off the call. It relaxes people and makes the whole experience more pleasant and productive.

**Reward yourself.** When you achieve a goal you've set...you must reward yourself or else your subconscious mind will rebel against goal setting. Train it to know that goals are good things and you will be on your way to success.

**Make one more call.** When you are all done for the day...make one more call. The results will amaze you.

## Don't

**Try to fall in love with cold calling.** In my experience, very few financial professionals love to cold call. Instead, try to recognize cold calling for what it is...an efficient and easy way to get in front of people. Love the *results* of cold calling...the chance to build new relationships with potentially great clients. Try to stay focused on that and not get caught up in a futile attempt to "*psych yourself up*" or convince the world you are passionate about this process. Cold calling is a means to an end...and the goal is simply a chance to help people in need and to grow your business while doing so.

**Worry about being too direct** and business-like on a cold call. Some folks try to go for the super-friendly, "*Hi...how are you...am I catching you at a good time?*" kind of approach. People are busy and no matter how warm and fuzzy you are...they were not hoping for your call at that moment. So it's better to get right to the point with some real value and compelling benefits and avoid wasting their time. You have 15 seconds to get them to say, "*OK...I'm listening.*" Make it count.

**Jump around.** Try to stick with a single concept or script for a while. Many FAs tend to get bored quickly and want to try a new approach every five minutes. This will guarantee that you never get really good at anything. Working on a single idea for a week or more gives you a chance to perfect your message, to perfect your delivery and sharpen the value proposition. You learn what works and what doesn't and you start getting better results. I'm not saying to never vary your calls...that could lead to burn-out. But stay with one or two ideas for a week at least.

**Believe there is only one way to succeed.** I have seen nearly every conceivable approach work in this business. I've heard advisors say things on the phone that I would never imagine could produce positive results - and yet they were blowing the doors off! Listen to your leaders and observe other successful FAs...but remember that success is your responsibility. You will find the most joy and the greatest growth along your own unique path...not someone else's.

**Get too paralyzed by fear.** Sometimes that phone can weigh a thousand pounds and the courage needed to make another cold call is beyond you. A top FA once told me, "*They can't kill you over the phone.*" His point was that no matter how bad the calls might be going...how abusive, rancorous or toxic the call might be...freedom is only a click away. Detach your emotions, take a breath, and move on. The very next call could become an amazing new client for life!

**Quit.** This is a tough business and it's never been tougher than right now. It's likely that 50% of the FAs will not be here in two years. Don't be in that half. The industry is changing but our future is bright and this is still one of the most exciting and rewarding professions on Earth. So don't give up on yourself. Do what it takes to survive...you will be very glad you did. Work hard, work smart and make every day and every call count.