



Warm Calling

Why Call Warm Leads?	<ul style="list-style-type: none"> • Quicker to close • Already know if they are qualified or not • Have begun moving them along
How To Get Warm Leads	<ul style="list-style-type: none"> • Friends & family are warm leads themselves • Referrals from friends, family, existing customers, business contacts • Past customers who may not have you top of mind or may have stopped using for a reason that no longer exists • Existing customers who may not know about a new product/service or who may not be using you as often as they could be
How To Call?	<ul style="list-style-type: none"> • Re-introduce yourself, as you cannot assume that they will remember you • Be conscious of their time, and call back if the timing is bad for them • Have a reason to call, where you tell them new information about your products, services, pricing, promotions, locations, etc. • Have a goal for your call such as sending a follow up email, a meeting, or even a sale
Pitfalls To Expect	<ul style="list-style-type: none"> • Warm leads find it more difficult to say 'no', so you may waste more time following up with unqualified or uninterested leads. Avoid this by asking the qualifying questions early. • Warm leads will not call you. So expect to be required to do continuous follow up and have a customer relationship management tool to stay organized. • Warm leads will expect you to remember details. If you remember everything (since you wrote it down), then you can impress them. • Warm leads will ask for follow up after they need it. Warm leads that have asked you to follow up with them in a few months should be called 2 to 4 weeks prior to when they asked you to call.