

First Creation Consulting



**TELEPHONE
COLD CALL
TRAINING**

First Creation Consulting Ltd

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TELEPHONE COLD CALL TRAINING

CASE STUDY ONE

Salesperson Brief

You are a salesperson for Saxon Bank and are cold calling a founding partner of a hedge fund called Barracuda.

The hedge fund was formed three months ago and having raised sufficient funds, started trading two weeks ago.

This is the first contact they will have had with Saxon Bank and your objective is to secure a meeting to explain what services your firm has to offer, how you are positioned and what your USP's are.

The prospect will know of your firm and may have dealt with your firm whilst working for a previous company.

You now have five minutes to prepare to call the prospect.

TELEPHONE COLD CALL TRAINING

CASE STUDY ONE

Prospect Brief

You are a founding partner of a new hedge fund called Barracuda.

The hedge fund was formed three months ago and having raised sufficient funds, started trading two weeks ago.

You have one trader who works with the brokers to execute the trades. In the middle of your hectic schedule you receive a call from a sell side salesperson.

You are right in the middle of an issue and are called by a salesperson from Saxon Bank you agree to take the call but cannot spare more than a couple of minutes on the phone.

You are tired of being cold called regularly by sell side salespeople and are very sceptical – in your mind all brokers are very similar.

You already use five brokers that you believe provide you with all the research that you need.

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CASE STUDY TWO

Salesperson Brief

You are a salesperson for Credit Bank and are cold calling the Head of Trading for PNS Bank.

They were a client of Credit Bank three years ago when (s)he worked for another buy side firm but the Head of Trading cut your firm off in favour of another full service broker.

You are attempting to re-establish contact in the hope of securing a meeting to explain your firm's proposition. You personally have never spoken to the prospect before.

You now have five minutes to prepare to call the prospect.

TELEPHONE COLD CALL TRAINING

CASE STUDY TWO

Prospect Brief

You are the Head of Trading for PNS Bank a buy-side client.

In your previous job you were a client of Credit Bank but your Head of Trading cut them off in favour of another full service broker.

It has been at least 3 years since you have spoken to anybody from Credit Bank and you know that your original contact at Credit Bank has since left them.

You have been told that a salesperson from Credit Bank is holding on the line waiting to talk to you.

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CASE STUDY THREE

Salesperson Brief

You are a salesperson at Uno Bank and are cold calling the Chief Investment Officer at GCD Fund Managers

Your objective is to secure a meeting to discuss how Uno Bank can work with GCD Fund Managers to help them meet the current regulatory challenges.

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CASE STUDY THREE

Prospect Brief

You are the Chief Investment Officer at GCD Fund Managers

In the middle of an exceptionally busy day you receive a call from a salesperson representing Uno Bank asking for a meeting to discuss regulatory changes in the industry.

Whether you accept or not dependent on how convincing/relevant they are.

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CASE STUDY FOUR

Salesperson Brief

You are the salesperson at Delta Bank and are cold calling a Product Manager for Excoe Investment Managers.

You are aware that Excoe has been struggling to launch new & innovative products to meet public requirements.

You are calling to try to set up a meeting to discuss Delta Banks structured products capability and how it could be of benefit to the prospect's firm.

TELEPHONE COLD CALL TRAINING

CASE STUDY FOUR

Prospect Brief

You are the Product Manager for Excoe Investment Managers.

You have been told that a salesperson from Delta Bank is on the line and would like to talk to you about structured products.

You have never spoken to Delta Bank before but due to a lack of products to launch next month are happy to listen to what they have to say.

However, you are quite busy and if what they have to say does not sound to be of interest will terminate the call fairly quickly.