

How to Create a Bounceback Cold Calling Strategy for Your Print Business

It's time to bounce back!

As the COVID-19 pandemic is slowly coming to a close, businesses are reopening and the economy is bouncing back. Face-to-face interaction is still not possible for many businesses, so one of the best ways to get new clients right now is through cold calling. This guide provides step-by-step instructions to help you create an effective strategy as you prepare to cold call potential clients.

1 Select your target audience

Choose an industry or type of business that you'd like to target. Your own community is a good place to start. Here are some examples to get you thinking:

construction

home renovation

landscaping

lawn care

plumbing

hardware stores

grocery stores

nursing homes

dentists

restaurants

electricians

pet shops

pharmacies

real estate

doctor's offices

Here are lists showing which businesses are allowed to open by state or province:
[USA](#) and [Canada](#).

2

Research

Begin by doing a Google Maps search of the type of business you’ve chosen to target in your area. Create a chart that you can fill in with their information as you research. If you’re not sure what to look for, here is an example of a chart that you can use:

Company Name	Phone Number	Email Address	Hours of Operation	Decision Maker’s Name	Their Printing Needs

For some businesses, you may need to go to their website or social media profile to get more information. Think about what printing needs they might have.

3

Create a script

Create a template of what you’ll say but leave blanks so that you can plug in personalized information, such as their names, their printing needs, etc. Try to make it as personalized as possible. Be sure to ask questions that help you understand their needs more.

Try to get the name of the decision maker and arrange for the next step, such as a follow up call, email, meeting, etc. Don’t forget to also create a voicemail script and a follow up email template.

4 **Schedule your calls**

Schedule some time every week for cold calling. Plan who you will call and when. Studies show that the best days to make prospecting calls are Tuesdays, Wednesdays and Thursdays. Don't forget to schedule in time to practice before you make actual calls.

5 **Make the calls**

Call your prospects one by one at your scheduled time. During the call, listen to see if you can learn something new, and jot down notes. After the call, update your contact list to see where each prospect is on the journey to becoming a customer. Make sure you schedule follow up calls and send follow up emails.

6 **Revise your strategy**

As you make your calls, pay attention to what's working and what's not. Constantly improve based on the feedback of your prospects, which they can reveal through their responses and their tone of voice.

After you complete a batch of calls for your target businesses, repeat the steps from Step 1, but with changes for improvement.

Bouncing back together

Now is the right time to start those conversations and build relationships with new prospects. Your clients and prospects are looking to bounce back, and you have the printing solutions that they need to achieve their goals. Business partnerships are about making the match to help each other thrive together.

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