

Use Justifications To Get In Touch

When you are first time contacting a prospect who has never heard of you and likely has no idea why you are reaching out to him, you can use justifications to increase your chances at succeeding with the prospect.

What are justifications? A reason for something that is happening. In this case cold calling or cold contacting.

Next time you call a stranger up try explaining why you are calling. This doesn't really needs to make sense.

In a study researchers tried to cut a long waiting line. In the first attempt they asked people if they can stand in front of them but not giving a reason why. The success was really low.

Next day the researchers tried to cut the same long waiting line again, but this time they came up with some justification of why they have to. Their success rate in cutting the line increased significantly.

Funny thing is that the reason given to those people asked wasn't always something that made sense. Like "Can I stand in front of you? Because my coffee is getting cold." And "Please, my baby is crying all the time, can I stand in front of you?"

But if you wish to increase your chances even more with your justification, try using justifications for contacting that is relatable by the prospect.

Things like

"We are contacting your neighbourhood..."

Or

"Our company reaches out to people in your business..."

Or

"We are contacting people who are 32 years old like yourself..."

Come up with something of your own, and watch how you will get more results.