INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

"A STUDY ON IMPACT OF COLD CALLING FOR LEAD GENERATION"

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B.com (Honours) VI Semester

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NAAC Accredited 'A' Grade Autonomous Institution



CERTIFICATE

This is to certify that the said internship project report titled "A Study On Impact Of Cold Calling For Lead Generation" has been completed & submitted by Mr. Harsh Shaym as a part of partial fulfillment of mandatory requirement for the degree of B. Com (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Dr. Ranjana Sahu.

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I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to SuccessR Pvt Ltd. for giving me an exposure to learn and grow on a platform.

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Date: 14-03-2022 To Whomsoever it May Concern,

This is to certify that Miss/Mr Harsh Rajendra Shyam has undergone Experience training and undertaken the Internship work with us Mudrabiz Finance Company in the field of Marketing for Project titled To study social media marketing for the period of 3 month.

In pursuance of the work, she/he was sincere and punctual and her/his conduct was found very well.

Sincerely



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INTRODUCTION

Cold calling is still used by many sales leaders, but its tarnished image has left a bad taste in the mouths of many potential customers. Poorly trained marketers have pushed their way into people's lives, leaving a sour impression. Smart cold calling and help from cold calling software can bolster sales, but it is important to understand the impact of past pushy salespeople. Many potential customers may be turned off by cold calls, regardless of whether they are made with strategies and software or actual people. Fortunately, there are other prospecting methods that are useful for lead generation. Finding new customers doesn't have to be done through spite; there are other methods like content marketing, email campaigns and social media outreach that generate leads without the same negative stigma attached to cold calls.However, for those that do choose to use cold calling, there are ways to improve sales efforts and generate leads with targeted strategic marketing initiatives. To overcome the common objections that sales reps will face, it is important to understand the customer's buying journey and be able to provide real-time solutions. Warm leads are also preferred as they are more likely to be open to discussing what you have on offer.

Cold calling for lead generation is a process used by salespeople to contact prospective clients and customers, who have not previously expressed an interest in the sales rep's product or service. It is an effective way to reach potential customers, as it can be done quickly and easily. Cold calls are not only used to contact potential clients, but also focus on businesses that may benefit from the product or service. Other prospecting methods such as canvassing, social selling and networking referrals can also be used to generate leads. Prospecting research should be done prior to taking cold calling in order to better understand the needs of target audience and focus on those that are more likely expecting it. The cold outreach process helps content marketing by allowing potential customers to become aware of your product and services. Cold emailing and other approaches such as tuning cold calls, emailinglinkedin messages, etc., can help make your sales pitch more effective. It also allows you to engage in conversations with prospects, present content that is likely to be well received by them, and build relationships which will bring prospects into your lead nurturing program. Being treated thus an opportunity also allows you to get in touch with potential customers in real time as they become aware of your brand. Phone calls are a great way to

introduce yourself and establish a relationship with the potential customer.Cold calling for lead generation can be a very efficient use of your time and resources, but it is important to do your homework and apply research to find the right leads. Keeping the calls brief and sending an email after each call will help you establish value with your prospects. You also need to track your cold calling efforts, as it will help you understand the results of your program. When making calls, make sure that you respect the prospect's time and don't try to push them into a sale too quickly. Pick up the phone and start a conversation with an automessage if necessary, but always be polite and engaging. The more effort you put into understanding their needs, the more likely they are to take interest in what you have to offer.

Cold calling is a sales prospecting activity that involves calling new leads you've found or received from an employer or marketing team (such as marketing qualified leads [MQLs]). On the call, you try to generate interest in your product or service and qualify them as a prospect worthy of further lead nurturing. The ultimate goal of a cold call is to book a more in-depth meeting where you'll further discuss the lead's needs and how your solution can help them. The process of making a cold call is similar to other types of outbound lead generation: compile a list of relevant leads and their contact information, research those leads, conduct your outreach (cold call), qualify the leads, and track your success to continue iterating on your strategy. Learning some key cold calling tips can help you improve your strategy and overcome call reluctance, or the resistance to make cold calls. On the call but leaves room for variability. Typically, a cold call starts with a brief introduction before the salesperson delivers a short elevator pitch, overcomes any objections, and ends with a strong call-to-action regarding next steps.

Although the advancement of technology has made some sellers question whether cold calling is still effective, many businesses continue to find it to be a useful method to generate outbound leads. Most cold callers are B2B, but certain B2C sellers cold call individual consumers, as well. Before we dive into the specifics of who should make these calls and how, let's discuss the method's effectiveness so you can judge whether it can boost your lead generation efforts.Cold calling is one of the most effective lead conversion tools available to B2B (and some B2C) sales professionals. While there are many ways to contact a cold lead, there's nothing like speaking over the phone. In fact, 82% of buyers say they've accepted meetings with salespeople after exchanges that started with a cold call. Our article on cold

calling statistics lists additional trustworthy data regarding cold calling and whether it's a good use of salespeople's time.

Unlike emails, once you've made your pitch, the response is immediate. Not only that, but you're able to make rebuttals in real-time. These benefits make cold calling a vital aspect of lead generation and nurturing, especially for certain types of businesses.

However, keep in mind that cold calling is an involved process and can be time-consuming. On average, sellers must make 18 calls to connect with a lead, and many answered calls end with the lead declining their offer for a follow-up call or meeting. A positive mindset and ample preparation are key, as is ensuring you're the right business or professional for cold calling.In general, companies looking for a personal way to qualify leads will find merit in cold calling. Since the process can take time, some businesses focus instead on other prospecting methods (e.g., cold emailing, cold canvassing, social selling, networking, referrals) or on online lead generation methods that attract leads to the company. Those that do cold call need to learn how to find leads, prepare for and make calls, and track their results in an effort to do it successfully.

Cold calling is a useful lead generation strategy, but it isn't the only one available. For a complete list of the best outbound prospecting strategies, check out our ultimate guide on sales prospecting. A significant part of cold calling involves finding appropriate leads to call and their phone numbers. To do so, build an ideal customer profile (ICP), or a description of the person or company that needs your product or service and can afford it. Then, search online for leads that fit your ICP, or use an existing list if your employer provides you with one.

When it's time to gather your leads' phone numbers, you can do so in one of two ways:Search for Phone Numbers: You can find numbers in places like leads' email signature, their social media profile, or a Google search, or you can pay for a product or service to find the numbers for you. For more details, read this article on finding leads' phone numbers.

Use a Provided List: Oftentimes, salespeople's companies provide them with lists of leads and their numbers to call. Typically, these are purchased leads or MQLs from the company's marketing team; a sales rep calls the leads to further qualify them. Once you've put together or received your list of leads and their phone numbers (and searched the numbers to ensure they're not on the National Do Not Call Registry, if you're a B2C seller), you can research and begin calling the leads.

Mudrabz It Takes Money To Make Money

MudraBiz is a comprehensive education platform that offers high-end education courses with 100% Job guarantee programs. Founded in 2014, MudraBiz is committed to providing quality education to students that is designed to equip them with the skills and knowledge necessary for success in their chosen careers. Mudrabiz's courses are designed to help students gain the necessary skill sets to be successful in their chosen fields. The courses are tailored to meet the needs of each student's individual goals. From Investment Banking, Stock Markets to Human Resources and data science, MudraBiz provides an array of courses that provide students with the skills and knowledge required to excel in their chosen career paths. MudraBiz also offers various job guarantee programs. Through this program, students who successfully complete the courses are guaranteed a job in the field they studied. This ensures that students receive the best possible job opportunities upon graduation. Mudrabizemploys a team of experienced

professionals who are dedicated to providing students with the best education possible. They have implemented a rigorous learning process that ensures students receive the highest quality education. The courses are also regularly updated to reflect the changing trends in the industry. Mudrabiz also offers a wide range of support services.Mudrabizis Indian's premier "Finance Services" Company, with over yearsof experience in helping people protect and grow their wealth. We've helped to create more capital than any other firms in India. But it is our deep personal relationship with clients that truly set us apart. No other firmcan match the depth of our experience and our dedication to personal service. The market may fluctuate, but our dependability never does. With, Headquarters in Pune, India. Since 2014, we have assisted our valuable customer to take better business and investment decision in India and across the globe. We educate the youth of the nation to the better finance professional and provide them great opportunities with their careers.

Achievements: 10000+ Free education in Covid, Marked amongst top 5 finance companies in Pune.

Revenue:\$5 Million

Website: www.mudrabiz.com

Mudrabiz'sTech Stack: The Technologies that are used by Mudrabizare:GodaddyDNS, Awesome, Microsoft HS, Plesk

VISION AND MISSION OF MUDRABIZ FINANCE COMPANY

Vision is to Educate the Nation and create Awareness in the Field of stock Broking.

<u>Mission</u>: Mission is to safeguard investors Interest and provides maximum exposure to the youth inthe field of stock markets.

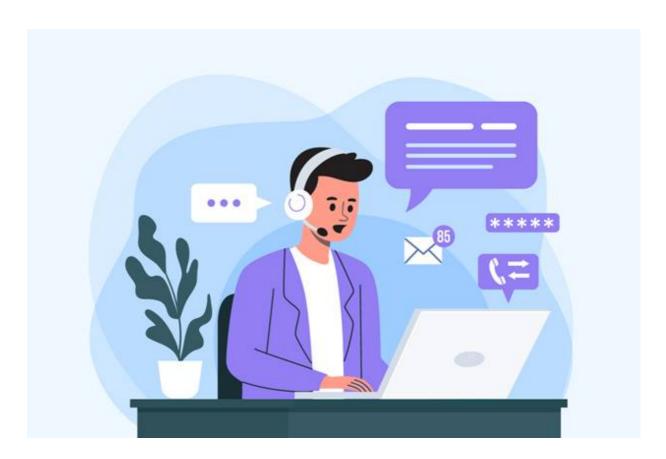
How to Make a Successful Cold Call

To be a successful cold caller, there are several concrete steps you can take to improve your call preparation and execution. When a sales professional is underprepared to be on the phone, it's obvious to the customer. If you don't know where you're going with the call, you'll come off as nervous, underinformed, and inconsiderate of the lead's time.

So, let's outline the steps to a good cold call so you aren't caught off guard:

- 1. <u>Prepare Your Cold Call Script</u>: Create your own script, or closely follow an employer-provided script, to be ready for various cold calling conversations.
- 2. <u>Find Leads and Their Phone Numbers</u>: Identify your ideal customer, search online for those leads or use a provided list, and get their phone numbers.
- <u>Research Your Leads</u>: Check LinkedIn pages, company sites, and web activity, and use reverse phone lookup to enter their number and receive additional information about them.
- 4. <u>Identify the Best Time to Call</u>: Try calling your leads during two appropriate time blocks, and learn the best time to call from this test.
- 5. <u>Get in the Right Mindset</u>: Overcome any reluctance you're feeling and ensure you're ready to give your all to the calls you make.
- 6. <u>Start With Your Opener</u>: Briefly introduce yourself and your company, and ask for a couple minutes of the lead's time.
- 7. <u>Explain Why You're Calling</u>: State the reason for your call, indicate to the lead that you're calling for them specifically, and confidently present yourself as a helpful problem solver.
- 8. <u>Deliver Your USP and Pitch</u>: Quickly tell the lead about your product or service and why you believe they would benefit from working with your business.
- 9. <u>Overcome Any Objections</u>: If the lead objects, ask questions to fully understand their concern, then offer a rebuttal and explain why meeting with you would still be a good use of their time.
- 10. **Begin a Needs Assessment**: Ask a few questions to ensure they're a good fit to continue nurturing on a follow-up call.

- 11. <u>End With a Clear Call-to-Action</u>: Give the lead next steps by setting up a follow-up call, meeting, or demo to learn more about them and further explain your product or service.
- 12. <u>Track and Improve Your Calling Results</u>: In your CRM, track the outcomes of your calls, then use that information to continue to adjust your strategy.



HOW to Track Your Cold Calling <u>Results</u>

At the end of each cold call, salespeople can track their results in their CRM software by entering the outcome of the call and calculating their conversion rate. By keeping track of specific metrics and displaying them via reports and dashboards, they can better understand how successful they are in their efforts and experiment with new ideas to increase that success.

Measure your results through the steps below:

1.<u>Track Your Cold Calling Metrics</u>: Choose the data you'd like to track in your CRM; using these metrics, you can even A/B test various cold calling techniques and note the ones that work best so you can continue to improve your strategy.

2.<u>Create a Cold Calling Report</u>: Once you've started tracking your metrics, put together a report, or a visual representation of the chosen metrics that shows data trends; this will help you evaluate and compare your calling success over a specific period of time.

Consider Building a Dashboard: As your data grows, consider using a dashboard (a centralized hub that presents a real-time snapshot of key metrics) to see your metrics and reports at a glance.

The first step in putting this tracking together is to choose the data that will most accurately measure your cold calling results. To determine the appropriate metrics to track in your CRM, read our article on CRM metrics. If you don't already have a CRM, learn more about them and choose the one that's right for you with the help of our articles on CRM software. As you track and improve your results, you'll become more confident and more willing to cold call.

Alternative Option for Lead Generation

Cold calling is an ancient sales strategy that works by calling persons that you have no relationship with. It still is infused into the sales reps' contemporary workflow, but there are far better ways to implement this outreach. For example, a great prospecting strategy must be:

- <u>**Consistent</u>**: That is it can reliably generate fresh leads continuously.</u>
- <u>**Targeted</u>**: A good prospecting strategy should connect you with relevant prospects, not random people.</u>
- <u>High Returns</u>: A solid prospecting strategy pulls in a huge number of prospects for the equivalent amount of energy put in.

Cold calling achieves none of this. With it, you're calling people you have no connection to and the conversation is just about your offer.

And when you relate this to the statistics available, you can see why this approach isn't efficient anymore. For instance, more than 200 million people are on a national list for "do not call".

That's not all. Most businesses are not even taking calls except you want to speak to a contact you already know. And telecom giants like T-Mobile are offering data-only packages for mobiles.

All these make it clear that the desire of humans to talk to people over the phone is fading, most especially if those calls are unexpected.

Besides, potential customers can now research brand reviews, information, and feedback. And every kind of data online about your business. All these things make cold calling appear as an unnecessary nuisance.

Potential customers don't need sales reps how they used to.

It's even fair to state that any random person who interrupts your day with an unexpected 3minute call script may have to do some impressive speedy talking to stop you from ending the call. 1. <u>LinkedIn</u>:LinkedIn is an excellent way to build a personal relationship with a prospect before calling them. That said, it's also valuable for increasing your network audience.

For instance, tools like LinkedIn Sales Navigator, are great for locating leads that satisfy your buyer persona and taking full advantage of your mutual connections to build relationships with top-level decision-makers.

90% of business-to-business (B2B) executives do not respond to cold calls anymore. Also, these LinkedIn messages create room for personalization from prospect and company research, which is information that usually isn't evident in a cold call. And they take much less time than cold calls. That's not taking into account the loss of drive that can occur in a harsh cold call rejection.

You can share content on LinkedIn as well to initiate organic interactions with your current connections or generate inbound leads. This is a form of "thought leadership" that's rapidly gaining popularity amongst salespersons to prospect fresh leads.

2. <u>Email Promotion</u>: Email marketing or promotion is the use of emails to promote or market your brand and its services. Every email you send to prospects on your mailing list should nurture them as they head towards conversion.

And to automate and segment this process you can take advantage of customer relationship management (CRM) solutions. Email promotion is also a powerful way to keep your business in the mind of people who are interested in it, as well as, induce repeat business.An email campaign that offers valuable data to your inbound and does not revolve around your offer is an excellent way to connect with prospects.

Plus, offering email content that isn't just satisfying a sales pitch or meeting requests is a great way to build engagement from leads that may be hard to get to otherwise.

If you get your email leads via your website it offers you information on the user's behavior. You get to see what they engaged with while on your website and how long. This gives you enough information on how to contact the lead and the target message to use.

That said, it's vital to state that if you're in Europe, your web visitors need to opt-in to your email subscription because of GDPF regulations.

3. Sales Process Relationships:

Sales process relationships or social selling involves fostering relationships during the sales process by connecting directly or sharing relevant content via mediums like social media.

There are so many techniques in this lead generation method. For example, joining LinkedIn or Facebook groups that are relevant in subjects that are of interest to your target buyers can be a crucial place for interacting with fresh leads.

Also, answering questions on platforms like Quora displays your passion, experience, and expertise. This attracts interest in your skills which you can then follow up with a sales targeted interaction in a non-pushy way.

You can host webinars to share your expertise and knowledge with prospects in your target audience as they'll be more likely to embrace your solution after listening to you because it shows them that you know your stuff and understand the pain points they need satisfied.

Every form of content like blogs, or vlogs can be used to display the intertwined relationship between your prospects' pain points and the value your solution offers.

Just sharing relevant content from other sources can also work perfectly in building prospect engagement and fostering your brand's credibility.

Also, you can use social listening tools like Sales Navigator and Google alerts to set up notifications that show up when a particular prospect puts up a post that's relevant to your brand or experiences a major change.

So rather than use an out-of-tune cold call, you can engage with your prospect's content in a genuine way to build a connection before you make your satch.

4. <u>Referrals</u>:84% of B2B executives begin their buying journeys via referrals.

Requesting your loyal customers to refer people to your business who are relevant to the same is an effective strategy. Such channel multipliers and partners are especially vital for small scale businesses to grow.

Again, there's something you can take advantage of with LinkedIn when seeking referrals as the platform allows you to see your network's mutual connections. This allows you to target your advocates for referral leads.

Plus, direct referral requests are better sent via LinkedIn or email rather than via calling.

Not only can you find referrals in your current customer base, but you can also generate leads through consultants, and coaches.

5. <u>Warm Calling</u>: Warm calling involves you establishing contact with the prospect before you reach out to them.

The connection can happen over social media networks like LinkedIn, or via a mutual colleague introducing you to each other before you try to close the interaction by making a sale.

Normally, warm calling happens through personal referrals, however, it's very effective when implemented via social media channels.

Analyzing warm calls 30% success rate versus the 2% for cold calls is enough evidence that it offers better methodologies for sales reps to implement.

It's also obvious that salespersons are more likely to get an appointment if they've previously built a connection with the prospect. This is another reason warm calling produces better results than cold calling.

Warm calling can also happen after engaging with content that the prospect shared or posted.

6<u>. Webinars</u>:We've already touched on this previously, but let's get into a bit more detail. Webinars are online seminars that may consist of panel discussions, interviews, or the host talking directly to the viewer.

Webinars can also be used in lead generation by collecting prospect contact information via online forms in exchange for access to the webinar.

This method even allows you to classify prospects based on how close they are to converting by analyzing what topics they are interested in.

Inviting guest speakers who are known in your niche can pull in a fresh audience as well.

7.<u>Paid Advertisements</u>:Online ads on social media channels and search engines are a quick way to direct traffic to your website, especially if it's just been launched.

Platforms like Facebook allow you to create ads that target particular demographics and keywords to amplify your ad's impact.

Paid ads are a crucial aspect of any ad campaign and must be a continuous component of your marketing budget till you get a stable organic inflow.

8. <u>Retargeted Ads</u>:Retargeted ads are adverts on search engines or social media platforms that are targeted at your website's past visitors. This is possible via tracking codes, or cookies, which gather information about people when they come to your website.

You can then use this information to show them relevant ads when they're off your website. Research shows that retargeted ads are 10 times more powerful in causing sales conversions than display ads.

The moment your website starts getting huge traffic volumes, retargeted ads are one of the best ways to take advantage of it.

9. <u>**Direct Mails:**</u>Do you recall when last you sent a letter or even opened one? Probably not, either way, many accounts of successful snail mail or direct letters marketing campaigns exist. Why this method works is due to the opportunity for personalization it presents.

Also, a small gift sent alongside the letter can even be included as an incentive without overshooting your customer acquisition costs because of how cost-effective this strategy is to lead generation budgets.

10. <u>**Physical Events</u>**: Besides networking via social media, there are loads of physical networking events that happen in all regions and industries and such programs offer a huge opportunity to find decision-makers.</u>

These events may be conferences, fairs, and exhibitions as well as networking events. The entry costs to such events are usually worth the number of leads you can generate if you chose the event correctly.

11. <u>**Incentives:**</u>Loyal or returning clients cost less in terms of acquisition than fresh ones, and a great way to pull in more recurring customers is by giving incentives.

Think of running a rewards or loyalty program for clients who sign up. Perks like discounts after making a certain number of purchases or even rewards for referrals are great offers to keep customers spreading the word about your business.

Incentives can amplify your marketing opportunity as popular offers can magnet new leads by word of mouth or online buzz.

12. <u>Gated Downloads</u>: A gated download is content that requires the prospect to take a step like inputting contact details to access the information to be downloaded.

The download offer could be a checklist, case study, white paper, infographics, video, or anything that can be valuable to the prospect's journey.

The moment you get the person's information, you can then market them some more to get additional information that'll push them nearer to your sales pitch.

13. <u>Landing Pages</u>: The first place a web visitor arrives when they click through to your website is a landing page. That said, the term is usually used to imply a dedicated page created to convert traffic to leads.

Most landing pages are used to gather prospect contact information for gated content. You can use landing pages at any point in the buyer's journey but it's most effective in the consideration stage when prospects know they need a solution to their problems.

14. <u>SEO</u>:SEO or search engine optimization is the process that a website undergoes to optimize it for search engine algorithms. Websites that have better SEO rank higher in the search engine results pages than other sites competing for the same keywords.

This increases the chances of a prospect clicking on the website. A lot of the SEO changes done to a website can boost its overall accessibility and user experience. And this results in a cycle of traffic boost that further amplifies rankings.

15. <u>Social Media Engagement</u>: Maintain interaction with prospects on the various social media platforms that you have pages on. And always reply whenever a potential client reaches out to you, cautiously though.

For example, if you share or repost a prospect's content on LinkedIn and they like a tweet from you, don't send them a private message immediately.

Maintain casual social media engagement by tagging them to content that they may find interesting, follow them, or like any other posts they put up.

By turning your social media visitors and followers who would still be in the research stage into prospects by engaging them you ensure that they'd be more receptive and willing to listen to you when you make your sales pitch.

Since you've built a relationship, it'll be a lot easier to make the sales pitch than if you simply give them an unexpected phone call.

Plus, by looking at your social pages as lead generation channels, you get to connect your marketing team and sales team which results in an effective approach that excels in nurturing leads and closing deals.



Role In The Company

1.Poster Making: A poster is a very useful means of making an announcement or appeal, issuing a notice, advertising a product or bringing about awareness on any issue of public interest. A poster should be visually attractive and readable from a distance. They are extensively used by NGOs, political parties, government departments, etc.

2. ShortVideo Making:Choose an online video maker like canvaand choose templates for making short videos. Stick to one color pallet, 1-2 fronts, and a unified style for clips and animations. Add your logo at the beginning and end. Use your brand colors throughout.

3. Email Marketing:Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between.

4.Cold Calling: Cold calling is a technique in which a salesperson contacts individuals who have not previously expressed interest in the offered products or services. Cold calling typically refers to solicitation by phone or telemarketing, but can also involve in-person visits, such as with door-to-door salespeople.

5.Basic Design Skills:Visual content today gives you more exposure than written content. Videos are taking over the internet because they are now known to have a higher conversion rate, engagement and higher SEO rankings.

It is best practice for Digital Marketers to have basic knowledge about softwares such as Adobe Creative Suite (Photoshop, After Effects, illustrator, InDesign, etc), Canva, Inkscape that would help them in creating visual content.

It is recommended to have the basic knowledge of every skill with specializations in a few. Keep in mind that although the technical knowledge and skills could be learned, the traits and qualities to achieve the knowledge cannot be acquired the same way; prioritize improving your soft and hard skills.

6. Improves Communication Skills:Good communication skills in a digital marketer includes variables such as spreading impactful messages, establishing trust, and building

relationships. The motive here is to create an impactful message and deliver it to customers in a way that's clear, concise, interesting and relevant. A Digital Marketer should have the ability to look at things from a different perspective, to be able to communicate ideas in a way that the audience will understand, along with understanding what the audience will find entertaining and worthwhile.

7.SEO And SEM:Google's algorithm is constantly modernizing, and the importance of utilizing applicable and specific keywords have skyrocketed. Therefore, Search Engine Optimization (SEO) becomes an important skill that every digital marketer needs to have to support all levels of digital marketing. The technical aspect of SEO can be handled by the more technically-oriented people on the team, however, having a solid knowledge on the dynamics of SEO is crucial along with having a knowledge about the procedure of how to optimize all forms of content for running a successful digital marketing campaign. Both SEO & SEM helps you not only to push your content to the target audience but also helps you narrow down your customer database.

8.

Function Of Cold Calling for Lead <u>Generation</u>

Cold calling is a sales technique used by salespeople to contact individual prospective customers in an attempt to solicit business. It refers to the practice of making unsolicited phone calls to people who have had no prior contact with the salesperson. Through cold calling, the salesperson can share their company's sales pitch and discuss engagement with potential customers. It is an effective outreach method as it allows direct communication between the customer and representative, even if there has been no previous discussion or contact.

Cold calling is a sales technique that involves calling a potential customer without having prior contact. It is based on the idea of introducing your business and the services or products you offer, in hopes of turning the conversation into a sale. The goal of cold calling is to engage prospects who may not have had prior engagement with you. An account executive, salesperson or telephone person contacts potential customers by telephone and attempts to turn the conversation into an executive direct sale. Cold calling differs from other types of sales strategies in that it does not require having prior contact with potential customers. The art of cold calling is identifying what the prospect needs and taking them through your product or service offerings before discussing the next step.

Cold calling is a way of contacting potential customers who may not be aware of your company, products or services. Many salespeople dread making cold calls as it can be an uncomfortable experience for both the customer service representative and the potential customer. A cold call is a solicitation made over the phone, often without any prior contact or knowledge about the person being called. The goal of cold calling is to engage with potential customers and convince them that your company's product or services can help them with their needs. Cold calling requires skill and practice, but if done correctly can be effective in generating new business opportunities. It is a very effective sales tactic that can be used to reach your business's target customers. Cold calling should be a part of your outbound marketing strategy, as it can deepen your business's knowledge and provide insights into market trends. Sales reps approach potential clients by offering them something of value or

offering their business, and they use a tool called a progressive dialer that makes calls automatically, allowing them to record conversations quickly. The dialer will keep ringing your phone until someone picks up, and the sales rep then offers the business's services or products. Cold calling is still a common outreach method for reaching new contacts and prospective customers, even though there are other methods available for sales reps. It requires skillful conversation and the art of persuasion to make potential clients want your business's services or products. Cold calling is an important part of the sales process, which involves making sales calls to potential customers and convincing them to purchase a product or service. Through cold calling, you can find new selling opportunities, tailor your product or service to meet the specific needs of your target group and customize your calling process. Cold call generated prospects are usually more engaged than prospects generated through other inbound methods. Cold calling is one of the most effective lead generation strategies when used properly with other products or methods.

NATURE OF COLD CALLING FOR LEAD GENERATION

Cold calling is the process of gathering sales intel by introducing your business to potential customers. As a salesperson, your role in this stage is to deliver a script that will set an appointment and establish a role of opportunity. You should also use contacts to qualify leads and prospects, as this determines if they are a potential customer or not. The key goal of cold calling is to gain more information about the potential customer and make the sale. However, it also offers the chance for you to qualify leads and prospects in order to determine if they are worth pursuing. The nature of cold calling requires reps to make good sales scripts, as well as focus as much time and energy on making sales as possible. It is an effective method for generating leads and finding interested parties when done right. Cold calling can be used to increase efficiency for reps who are trying to make contact with large numbers of potential customers in a short amount of time.

This process of sales calls is often used by sales reps, making it an important part of their job. On average, a sales rep makes 52 calls each day to reach potential customers. Company owners use this method to make contact with potential buyers via phone, email and faxes but the success rate varies depending on how they are used. For example, statistics show that only 51% of phone calls result in a sale while faxes and emails drop even lower at 40%. Additionally, leaving voicemails has a success rate of only 15%. This means that the average sales rep spends 15% of their time picking up the phone and making sales calls that may never be answered.

Cold calling is a Triedand true method for sales professionals to maximize their sales. However, it's not an easy task for most. Knowing the tricks to cold calling can help generate better leads and increase your chances of landing bigger deals with senior level prospects. To successfully cold call, you have to be able to get past gatekeepers like secretaries or PAs, create relationships with your customers, warm prospects up before you pitch them, and know when to trade off value versus a hard selling.

Cold calling is an individual cold call, and consider sales professionals who accept cold calls, but the success rate of this method is extremely limited. According to Crunchbase, only 69%

of buyers accepted cold calls as a common outreach method. Moreover, there is a particularly convincing conversion rate when it comes to making cold calls. As such, sales teams must be willing to admit the problem and be creative in overcoming call reluctance. Cold calling can still be a useful means of reaching new contacts and prospects if done correctly; it is still an important part of outreach and should remain a part of any sales strategy.

Treating cold calling as part of your overall outreach strategy is key to success. Your marketing team should focus on building a database of contacts, emails, and calls to make sure that you are reaching out to the right people. A six-touchpoints checklist should be created and used by your team; this will ensure that your research shows what combination of touchpoints works best for each cold prospect.

IMPORTANCE OF COLD CALLING FOR LEAD GENERATION

Cold calling is an effective sales method that can be used to make good sales, identify leads, and increase efficiency. For sales reps, cold calling can help overcome common objections and lengthy sales pitches. It also allows you to reach prospects in real-time rather than wasting time on meetings or waiting for them to come to you.

Cold calling allows sales representatives to pitch targeted prospects directly and convince customers to buy their products and services. Cold call telemarketing is a great way to gain real-time feedback from your prospects, as well as open up new business opportunities. Cold calling helps sales reps adjust their pitch to prospective clients, so they can better understand their needs. The live conversation with potential customers also allows sales reps to immediately address any questions or concerns they may have. Moreover, cold calling can help you identify interested customers and make sure that your pitch reaches the right people at the right time. By helping cold callers reach out to more people in less time, it can also help them increase their number of successful sales calls.

Cold calling is one of the most difficult sales tactics for trying salespeople, because so many cold calls are met with rejections. Cold calling services can help salespeople make more sales by saving them time and effort. For a new salesperson, cold calling services can be a great way to get in touch with potential customers. Cold callers need to know enough about their competitors' products to be able to explain why they should buy the product they are selling. Agents also need to know enough about the technical details of their product in order to answer any questions that may come up during a call. Management should also provide support for those who use cold calling services, as well as give feedback on how well the job is being done. With the help of an immediate response from management, agents can make better decisions when it comes to closing a sale or continuing the conversation with a potential customer.

Cold calling is an integral part of much prospecting; it helps your B2B prospects capture interest, gauge their personality and help you make a human connection. It is also the first step in starting a business relationship with a leading decision maker. Making an excellent

first impression on your call is important for making a successful sale. Using intent data gives you the opportunity to know who you are calling and what they are interested in. This allows you to tailor your conversations to best meet their needs and capture their attention. With this knowledge, it's easier to build rapport with the customer and make an excellent first impression. Cold calling also gives you the chance to get immediate feedback from customers which can be used to better tailor future calls or messages for better results down the line.

Cold calling can also be a great way to generate fresh customers and prospects, as well as open up new selling opportunities. For many sales teams, cold calling can appear daunting, but the rewards are often worth the effort. To become successful at cold calling, you need to overcome your anxiety and make sure that your sales team is properly trained in this method. Cold calls are a useful tool for lead generation and for building relationships with potential buyers. It's also important to note that there are other inbound methods available such as email marketing or content marketing which can provide warmer prospects, however cold calls still remain a powerful tool for getting through any potential opportunities barriers.

SCOPE OF COLD CALLING FOR LEAD GENERATION

Cold calling is a sales and marketing strategy used by salespeople to target consumers in order to generate new business and make effective sales. Cold calling involves selling products or services to people unsolicited who may not be interested in the product or service. It is one of the best ways to build a list of contacts, as it helps a company get more exposure.

Cold calling requires a skillful approach, but it can be very useful if done in the right way. The main goal of cold calling is to generate leads and increase sales. Cold calling can also be risky, as it has the potential to annoy your prospects. It is important to introduce your sales pitch in a friendly and professional manner, as this will help you avoid any unpleasant situations. It is also essential to spend enough time on each call so that your prospects understand the idea behind what you are trying to sell them.

Cold calling is a great way to reach potential customers and introduce them to your product or service. Cold calling involves placing calls to potential customers who have not yet expressed interest in your product or service. This process initiates the sales process and introduces a telemarketer to the customer. The purpose of cold calling is to introduce new products, services, and offers to potential customers who may not be aware of them. It also helps build relationships with prospective customers and can result in increased sales.

Businesses use telemarketers to make calls to existing customers and prospective clients to obtain new customers. These calls are usually done with a prepared sales script, which is used by the representative salesperson when speaking with the client. Cold calling helps companies save time by making sure that they have an efficient way of finding new clients. It also helps companies introduce their products and services in a more direct manner. The calls representative can offer product information and explain why it is beneficial for the customer to purchase it. Cold calling is an effective way for sales teams to find many sales leads, and it can be a great way for those in the sales training business to get sales representatives. Cold emails and cold calls are used in many businesses, but the myth that cold calling does not work persists. My business uses cold calling as part of our subscription referral process; we use it to introduce new customers to our services. We have also found that using email subscriptions and word-of-mouth networking are both successful methods of gaining

customers. In addition, we have sent out other messages such as special offers or coupons via email or text message, which have been received well by our clients. Cold calling has also been used successfully by made fintech companies who use leads lists from companies and people they know are interested in their products or services. This is done through referrals given by those companies and individuals who already trust them.

Cold calling is considered as telemarketing calls and it involves both inbound and outbound calls. Outbound calls involve contacting customers who have not submitted interest forms or contacted the company, while inbound calls involve customers who have already submitted interest forms. Cold calling is used to generate sales by calling prospects that may be a good fit for the product or service being offered. A successful cold-calling strategy should focus on pursuing sale, rather than just making contact. Cold calling can also be done online, which involves a single call to those who have already submitted interest forms.

PRO AND CONS FOR COLD CALLING

Pros of cold calling

Cold calling makes it easier to reach out to new customers and introduce your company to those unaware. There are chances that after a positive call experience, the customer would be more aware of your company and be willing to invest in the products or services.

1. Targetted calling

This refers to calling individuals who fit into the typical customer profile. The profiling is made based on geographic and demographic specifications. Correct targeting can lead to successful customers who have also been looking for what you are offering. There's a good chance that your other marketing channels would not have reached them.

But a marketing approach of calling is personal enough to interest them in your company. But obviously, it all depends on their overall experience during the call.

2. Reinventing the sales pitch

Cold calling is an excellent training opportunity for sales and marketing representatives who are just starting their careers. It would allow them to communicate with the end-users, understand their requirements, and pitch in the product in a way that would increase its chances of a successful purchase.

3. Prospective clients

There are many variables involved to make the perfect call and pitch in the product. It is impossible to win over every person you call. But if you cannot persuade them to buy the product, you can persuade them to trust your company and leave them with a pleasant experience. This way, you have a prospective client who is now aware of your company's existence and the type of products you offer. They are now a prospective client who will be more likely to be involved with the company now.

4. Great experience for freshers

Cold calling is a great experience for freshers who want to make it big in the sales and marketing industries. It gives them the freedom to interact alone with the client, study the intricacies of the process, understand what most customers require from the product and expect from the salesperson. It is a great learning experience that teaches them to communicate, pitch a product, and other intricacies of marketing.

5. Economical and hassle-free

Last but not the least, cold calling is an economical and hassle-free way of spreading the word about your product. Many businesses singularly provide hassle-free telemarketing services. Outsourcing help would provide expert telecalling services from trained and experienced technicians.

Cons of cold calling

There are some aspects of cold calling that did not stand the test of time. Experts and businesses have now altered the traditional cold calling ways to eliminate these issues.

1. Irritating to most customers

There is nothing great about receiving unsolicited cold calls. It is simply annoying and pointless to talk to a stranger about a product you don't know of and don't need. A probable solution for this problem is warm calling, where calls are made to the customers who have interacted with the company in some way and shown some interest in it.

2. Lack of professionalism

There is not much scope to control how two individuals interact over the call. Their behaviour might even seem to be unprofessional. But again, following the strictly professional way might not get the callers the results they seek. It is important to call to the interest and emotion of the buyer. So a middle ground needs to be found that does not seem too unprofessional to the listeners and gives the caller scope to pitch in their product well.

3. Fear of rejection

To enhance the chances of success, the call should be professional, positive, and strike a chord with the listener. But after facing multiple rejections, it is not always possible to be optimistic. Day after day of making calls and facing rejection is likely to stress out the caller.

BENIFETSOF COLD CALLING

While cold calling continues to get a divided opinion from different brands, whether or not it is a great way to get potential clients, it remains a relevant part of marketing strategy. If you are considering using or adding this approach to boost your sales, better understand the cold calling and some of its important benefits to consider that may help you make more sales as long as you know how to properly implement it.

Helps Identify Your Targets

One of the first benefits of cold calling is it helps you identify your targets. But before making a call and engaging with your prospect, remember that you need to initially know what your goals are. It is ideal to prepare a set of customized questions that were based on the basic information about them. The main goal here is to communicate with an actual human and get the information you need about their organization such as the right people to talk to about certain business concerns and a deeper understanding of their business. Better if you know some of the cold calling sales techniques you can use for a better communication experience. And with the use of the information you got, you can recognize which brands to target the most.

Helps You Gain Insight

If you have questions and are wondering why some things are not going well as planned for your business, you can use cold calling to do campaigns and get insights concerning these matters. One of the reasons that you might identify causing this problem is maybe you are reaching out to the wrong set of brands and people. All the responses from the recipients can give you plenty of insights that can help you narrow down what's confusing or irrelevant in your process. You can pinpoint the problem and take significant steps to end up with the best solution to the problem.

Master Your Craft

Not everyone is born to have and be great at different sets of skills. You need to train and hone your people to be exceptional in doing it. Becoming confident and comfortable speaking to potential clients through cold calling can take a while, but the experience can greatly help you master your craft. It can also help you deliver well your value proposition to prospects. It allows cold callers to practice your sales pitch up to the point when it will sound natural to them. Remember that businesses like to deal with brands that seem professional on how they do things, even the most basic part of the business. Aside from these, you will also know if your pitch needs a bit of adjustment as you have the opportunity to gain real-time feedback.

Make Your Business Look Real

Having human interaction makes a business look more genuine and professional. You can get relevant information about your prospect by making human connections with them. They will be more willing to provide you with more valuable information. People and businesses tend to trust brands that provide human communication more than the ones that are automated. Showing that you are communicating as an actual person is one of the best ways to get potential clients and increase your conversion rate.

In addition, human interaction is important, especially in business to business cold calling. You can get an idea of the personality of your prospect. It might help you build a business relationship and think of a strategy on how to approach them in a way that will surely get their attention, such as a sense of humor.

Increase Conversions

Some brands still utilize cold calling for their business simply because they are getting the advantages of cold calling. It includes an increase in conversion rate. Aside from it, it might help increase the leads and improve its quality.

Like in any other field, the staff is one of the factors that affect the choice of a decisionmaker, whether or not to purchase your products or services. This is why your cold calling agents must be equipped with adequate training before making them do the process. Make them understand the importance of cold calling and some of the cold calling techniques. It would also help if you tell them that immediate response to a potential customer might help move you one step closer to closing a deal and getting a sale. You Can Reach Out to New Customers

You are doing cold calling because there are customers who are not aware yet about your products or services. They have never visited your website or anything about your business before. They didn't know about your existence or your business never came across them. It may not be an ideal way to connect with businesses, but you can form new bonds and strengthen a business connection through cold calling. Cold calling lets you expand your business to a certain extent if your sales professionals are great at communicating ideas to people of different cultures. It is ideal, especially that it is easier nowadays to make international phone calls.

Hassle-Free and Economical

If you are trying to find the most cost-efficient technique to boost your sales and introduce your products and services, you are lucky as it is one of the benefits of cold calling. You will still need to spend on calls and software, but still cheaper than other methods. Most of what you need will be the knowledge about your business and your products or services. Another advantage of it is that it can be done anywhere, from home, office, or on the road. You can make sales regardless of where your team is located. You can even do it any time of the day as all-time marketing means more opportunities.

Little to No Support Structure

Referrals do not always come in handy if you are planning on relying on it. There will always be some negative feedback as you cannot always please everyone. This is one of the reasons why some businesses do cold calling. Cold calling is quite an easy marketing and sales strategy for businesses. Here, you don't need a lot of people in your team to make it successful or convert leads to sales. All you need is a group of people who know how to handle customers or clients well.

Gives You Instant Feedback

Cold calling is one of the marketing strategies that guarantee instant feedback from prospects, no matter where they are. You can optimize your products or services according to the needs of the customers based on these comments. Therefore, cold calling does not only allow you to introduce your brand and get sales. It also provides you with instant reviews about your products and services.

Cold Calling Thoughtfully

As you do cold calling, remember that it is important to avoid a tone that may sound deceiving as with scam being everywhere, cold calling gained quite a not so good reputation. Well-created sales scripts that exude friendliness in combination with well-researched cold calling may lead to boosting your sales. It still proves to be instrumental in promoting your products or services if you could utilize it properly for your brand.

Although it is a conventional method of sales and marketing strategy, it is true that it still has strong relevance to businesses in various industries up to this day because of the many benefits of cold calling. But if you truly want to be successful with it, you need to be aware of its biggest disadvantage. It is time-consuming as you need to engage with customers, make them interested in your products or services, and find a way to convince them to purchase. Moreover, it can get complicated real quick, especially if sales is not your forte. With this, one of the best options you got is to outsource as service providers are knowledgeable of this specific area.

BEST COLD CALLING SOFTWARE FOR LEAD GENERATION

1. Myphoner

Myphoner helps sales professionals track and organize leads by allowing you to create list segments within your system. To contact leads at the best possible time, it creates intelligent queues for agents so they have the best chance of getting in touch with the people on their lists.

To ensure that you're not spamming leads by contacting them multiple times, it also deduplicates the contacts in your system. This prevents two different agents from calling a lead with the same sales pitch. And to make sure your reps always have the most up-to-date information on prospects, Myphoner also integrates with your CRM to create thorough customer profiles and contact records.

Pricing

Myphoner starts at \$16.00 per seat per month. However, access to more advanced features, such as inbound call handling, is only available in their "Plus Plan," which starts at \$25 per seat per month.

Who should look into Myphoner?

Of those that listed their pricing, Myphoner was by far the most affordable system. Even their second-tier "Plus Plan," which includes more advanced features than their starter package, was less expensive than the start costs of most other systems on our list. Small teams who need powerful software on a budget should look into Myphoner for its cost-effective feature offerings.

2. Gong

Gong is a call software that uses conversational intelligence to record, transcribe, and analyze customer interactions. Focused especially on sales, the Gong app integrates across customer touchpoints-voice, video meetings, SMS, email, contacts, engagement software, and CRM

systems-to record, transcribe, and extract data. Using advanced AI that understands and speaks over 70 languages, Gong analyzes these customer interactions for key topics, questions discussed, action items, and relationship details.

Gong identifies to-do lists and risks, making recommendations to improve coaching, supervision, and agent feedback. The Gong app dashboard–available on browser, desktop, and mobile–tracks and organizes customer deals, win/loss ratio, lead-nurturing stages, and each deal or prospect's activity timeline.

Pricing

A pricier option than most competitors, Gong charges an initial \$5000 base price in addition to a monthly subscription starting at \$100 per user. Your monthly subscription will be cheaper with more active seats. Gong offers multiple license types, each with distinct feature options.

Who should look into Gong?

Gong works best for sales-focused teams with a mix of leads and prospects at different stages of the conversion pipeline. By empowering overwhelmed supervisors with the data to give more actionable feedback, Gong works especially well for sales teams whose agents largely outnumber their supervisors.

3. VanillaSoft

VanillaSoft helps teams manage high volumes of leads. Using its lead scoring features, you can create custom formulas to evaluate leads as they come in, ensuring your agents speak to the highest priority leads first. Its easy-to-read dashboards help you track your team's performance at a glance, measuring both call activity and sales success.

VanillaSoft offers both progressive and preview dialing options. These autodialing features allow your team to view contact information without having to look it up. They'll also avoid calling manually with click-to-call features. VanillaSoft also offers multiple industry-specific solutions, including insurance, fundraising, and higher education.

Pricing

VanillaSoft's basic sales engagement platform starts at \$80 per user per month and increases for additional features. Its free trial offers access for up to six users and includes access to all features.

Who should look into VanillaSoft?

VanillaSoft's starting price is fairly steep compared to the other systems on our list. However, its system has a built-in CRM specifically made for teams who call large volumes of leads and customers. So in the end, you might save money by avoiding investing in two separate systems. Teams who can afford the higher startup costs of VanillaSoft and who are willing to migrate their sales data to its native CRM should look into this system to meet their outreach needs. And if you work with lead qualifiers who pass on leads and prospects to the right salesperson, VanillaSoft's appointment setting features might save your team time in the long run.

4. Toky

Toky's cloud-based system integrates with many tools you already use to provide real-time updates and information to customer profiles. Its call-forwarding feature allows agents to take calls on the go so they never miss an opportunity to get in touch with a lead. And its power dialer gives you the ability to create workflows around call campaigns to help agents reach the right lead at the right time.

In addition to segmenting your leads based on campaigns, you can also group your agents to make call handling more efficient. Finally, Toky allows you to monitor agent calls in realtime, which will help with agent training and sticking to call scripts.

Pricing

Toky starts at \$20 per agent per month. With its starter plan, you'll be charged for various a la carte features, such as the power dialer and call recordings, based on how often you use them. With higher-cost plans, usage of these features is included in the base price of the system.

Who should look into Toky?

Small teams—or teams of one—might want to look into Toky since it doesn't require an agent minimum to get started with its basic plan. Its starting cost is on the lower end compared to the other systems on this list. However, its volume-based pricing for certain advanced features on its starter plan might bump up the cost for smaller teams.Toky's ability to integrate with many popular business solutions, such as Hubspot, Salesforce, and Slack, might be its biggest selling point. If you want software that plays nice with all your other tools, Toky might be worth a look.

5. RingCentral

RingCentral is a big name in communications software, so it's probably no surprise to you that it's ended up on our list of top systems. Its Engage Voice solution, which is specifically built for outbound sales and service, offers different types of calls, including manual, preview, progressive, and predictive. You can customize the types of calls available to your agents based on the types of campaigns they're working on.

You can further customize both the agent and lead experience by creating call scripts tailored to each lead. With access to its integration marketplace and its API, you can connect RingCentral to the systems you already use.

Pricing

RingCentral doesn't list its pricing on its site. However, given its standing in the communications market and its wide range of features, we estimate that its cost will be on the higher end compared to other systems of this list. It offers various packages that include different features to serve businesses with a variety of needs.

Who should look into RingCentral?

RingCentral is definitely a known entity in the communications market. With over 400,000 customers around the world, those who want to work with a proven system with international reach should look into RingCentral. Although we can't say what the exact cost of RingCentral would be for your business, its feature set is likely a better fit for larger businesses and teams

who need to customize campaigns for many different lead types. You can look into more of RingCentral's other offerings to estimate what your organization's costs might be.

6. Aircall

Aircall markets itself as a system that's "best friends with your CRM." Through its various integrations with other systems, you can create automated workflows and log calls. Making these processes less manual helps your agents get through call lists more quickly while still recording all necessary lead information. Aircall's power dialing and click-to-dial features will also help reps get in touch with contacts more efficiently.

Aircall's analytics will help you see exactly how much their time-saving features contribute to your team's selling success. You can track team trends, as well as look more granularly into individual performance to see where there's still room for improvement.

Pricing

Aircall starts at \$30 per user per month, with a minimum of three users. All plans include unlimited calls within the United States and Canada. However, if you want access to Aircall's more advanced features, you'll have to look into the second-tier "Professional" plan, which starts at \$50 per user per month and also requires a minimum of three users.

Who should look into Aircall?

With Aircall's emphasis on automated workflows and its middle-of-the-road pricing, small and medium teams who are looking to make calls more efficiently might want to consider Aircall. Its inclusion of unlimited calls within the U.S. and Canada in all of its plans might also be an incentive for American and Canadian companies looking to save money on calling costs.

Industries That Take Advantage of Cold Calling The Most

Fintech

Fintech is a relatively new industry that encompasses all companies that use technology to deliver financial services. These include everything from mobile payment apps to online lending platforms. While fintech firms come in all shapes and sizes, most have one thing in common: they sell to businesses, not consumers.

Whether it's an API for integrating payments into a website or an app development toolkit, fintech companies typically sell to other businesses. As the combination of two industries where cold calling is still commonly used (financial services and technology), it's no surprise that cold calling is a popular lead generation strategy in fintech.

One of the main reasons cold calling works so well in this industry is that the products and services offered are often complex and require a high degree of explanation. A short conversation on the phone is often all it takes to get a potential customer interested in learning more.

Software as a Service (SaaS)

SaaS companies offer software applications that are accessed and used online, typically on a subscription basis. This includes everything from cloud-based storage solutions to project management tools.Sinc SaaS products are delivered online, they can be sold to businesses of all sizes in any location.

One of the main benefits of SaaS products is that they're not limited by geography. As a result, SaaS companies often have a large pool of potential customers to target with their cold

calling campaigns. And because the products are typically sold on a subscription basis, there's a good chance that a successful cold call will generate more SaaS leads and result in ongoing revenue.

Business Consulting

Business consulting is a broad industry that covers everything from management consulting to financial advisory services. Businesses hire consultants to help them solve problems or achieve specific goals.

Cold calling can be an effective lead generation strategy for business consultants for a couple of reasons. First, the products and services offered are often high-value and require a personal touch. Second, consultants typically work with a small number of clients at any given time, so they're always looking for new leads.

Legal Services

The legal industry is another one where cold calling can be an effective lead generation strategy. If a lawyer catches wind of a company's legal problems, they can give them a call and offer their services.

In most cases, the worst that can happen is that the company says no. And since most legal services are billable by the hour, there's always the potential for a big payday if the call leads to a new client.

Online Education

The online education industry has exploded in recent years, thanks to the rise of platforms like Coursera and Udemy. These platforms offer courses and learning materials that can be accessed online, typically on a subscription basis. In B2B, online education products are often used for employee training and development.

Since creators can sell online education products to businesses of all sizes in any location, cold calling can be an effective lead generation strategy. For example, a DEI course provider could target human resources departments with a cold call campaign after noticing a lack of DEI training in a company's public job postings.

Services Of Mudrabiz Finance Company

Stock Broking

Stockbroking is a service which gives retail and institutional investors the opportunity to buy and sell equities. Stockbrokers will trade shares both on exchange and over-the-counter, dependenton where they can find the best price and liquidity. A stockbroker is a regulated broker, broker-dealer, or registered investment adviser (in the United States) who may provide financial advisory and investment management services and execute transactions such as the purchase or sale of stocks and other investments to financial market participants in return for a commission, markup, or fee, which could be based on a flat rate, percentage of assets, or hourly rate. The term also refers to financial companies, offering such services.

Choose from a wide range of investment options, products & services, to build a portfolio that will fulfil your financial goals with ease.

- Equity Long-term wealth generation
- Derivatives High profits at a low cost.
- Commodity An exciting opportunity to enhance your portfolio.
- Mutual Funds Portfolio diversification for investors
- Currency Portfolio with a global asset.

Advisory

- Our advisory basically provides the recommendations for Stocks-Cash and F&O traded in NSE and commodities bullion, metals and agro-commodities traded in MCX, NCDEX.
- We work with various kinds of strategies to delight the customers by providing continues profit in the market.
- We offer diversified range of services as per the investments of an investor, trader and broker.
- > We strictly follow the basic principles of the investment.

Education

- Mudrabiz have taken bold steps to empower the state's youth with financial knowledge that will lead to future stability and success in homes and the economy.
- We are empowering the youth to emerge strong in the field of finance. With 250+ Successful placement record we have a target to generate more awareness about Capital Markets believing it to be a major source of economy.
- From a trading perspective, exposure to live trading in equity, derivative, currency and commodity would be provided.
- In Mudrabiz we don't only educate you but also provide you with a unique 100% Job Guarantee, Securing your careers.
- Become a complete Financial Market professional with us.

Placement

Banking and finance has come up as one of main industries that are in need of high intellect and is seeing growth rate that is faster than ever before.

Further, with overall industrial as well as economic development, there is also need of handling the funds that rapidly change hands and find their way through banking and finance institutions, thus making this industry sector as a hub of all commercial activities as well as basis of every business.

Testimonial

1.Mangesh Dhawale

Mudrabiz", it's a word that I will never be forgotten in my life. The Mudrabiz gave a chance to me as an intern and the journey started. It's taught lot of things to me like tactic, market analysis, daily market report and many more. We learn about stock market from books and also from some people related to that field. I also learnt things from book and looking towards stocks market as best investment platform, it's not easy to make money from stock market but, Mudrabiz makes it easy. The stock market deals with money and money matters so, don't underestimate. Amresh sir gave first Mantra of market on first day of office (yaha 0.05 paisa ke aur 1 second kekimathai). I learnt time value of 1 second and money value of 0.05 paisa because 1 second is enough for doing losses. The Mudrabiz gave chance to create client and handle the dealer terminal that makes unique to it. Someone really wants to learn stock market than, definitely Mudrabiz is a perfect place. So, special thanks to Amresh Sir, Akashay Sir, Diksha Mam, Priyanka Mam and Team MUDRABIZ for a wonderful experience.

2.Shivani Maharanwar

I really thankful to Chinmayee Mam for encouraging me for work & this is big platform to start my career. I had a great experience in Mudrabiz Finance Company.

3.Aarti

I had a great experience working with Mudrabiz finance company as i learned about stock market, this company is great platform for the student who are willing to make career in stock market as proper training and guidance is provided so if you are looking to make a secure career in Banking and Finance so do visit Mudrabiz Finance company.

4.Madhuri Nalage

It was a greateexprience with Mudrabiz. It is better than other training institute, It Gives a greateopportunites for fresher people. I suggest to pepole who want to go in banking

5. Rishikesh Kelkar

I joined Mudrabiz 4 months ago since I learned and gain experience about share market and right now I'm placed in Geojit because of help and guidance provided by Mudrabiz team thanx to Amreah sir and Chinmayee mam. Those who really want to work in finance field I'll recommend mudrabiz is best where you will find one.

6.Mohammed Younus

It was a great decision on my part to join Mudrabiz. It's really helpful for people who want to build a career in stock market and work for the best broker firms and banks in the city. There's a reasonable target to get your fees refunded and 100% placement guarantee. The guidance of Amresh sir during my internship was immense and helped me become a better analyst. Overall it has a good working environment and a great way to start your career.

SWOT ANALYIS

1.Strengths

- > Mudrabiz Finance Company has a number of services in one platform.
- > It creates more capital than any other firms in India.
- Mudrabiz has taken bold steps to empower the state's youth with financial knowledge that will lead to future stability and success in homes and the economy.

2.Weaknesses

- > There are a number of competitors in these fields so then some candidates will divert.
- > Losing market share to your competition or unaware of position in marketplace.

3.Opportunities

- Providing Stock broking.
- > 100% placement, no. of education modules, career counseling, etc.
- Wide range of investment options, products & services, to build your financial goals with ease.

4.Threats

- ➢ Increased competition.
- Some Market Risk.

WEEKLY LEARNING

- <u>Week 1 &2</u>:- In week one and two they provide me training. In that training program they will guide me on how to create professional Graphics and how to do posting on different sites like linkedin, Apna, etc.
- <u>Week 3 &4</u>:- In week three how to make an attractive posters and video by comedy scene, I did posting on different Sites and finding leads through different posting sites.
- <u>Week 5</u>: In week four Prepares Power Point Presentation on Mudrabiz services and Explain it in the meeting by end of the week.
- <u>Week 6 &7</u>: In week five and six I shared the leads which I have generated from social media to the team leader.
- <u>Week 8 &9</u>: Makes attractive and Eye-Catching videos and shared it to team leader.
- <u>Week10</u>: In week six I gave brief job details to candidates via calling. In calling I talked about different types of candidates like some candidates are rude, some are calm. My experience in week ten is how to talk with different types of people and handle the situation very calmly.
- <u>Week 11 & 12</u>: In week eleven and twelve collected forms from candidates for training session of Equity dealer.

OVERALL LEARNING

Strategic social media marketing services is a great place to work as a fresher like me, they provides training. My guide always provides me with information about how the company works.

Because of social media marketing I Discover new ideas and trends, Connect with existing and new audiences in deeper ways, bring attention and traffic to your work, build, craft and enhance your brand.

Because of Strategic social media marketing internship I know how to post jobs online, tackle the situation calmly and how to talk with different people.

In my 90 days of working I have learned how to create professional videos and images, talk to different types of people, some are corporate people and others are students who need an opportunity to seek a job.

Here are 6 of them I got to learn during an internship:

- Teamwork
- Work Ethics
- Adaptability Skills
- Communication Skills
- Responsibility
- Time Management

Observation

During the IP, it is observed that the talent search industry is the fastest growing industry. It is now transformed from traditional to the technological approach.

> Getting fight talent on fight time is the key to success for any organization.

Also observed that most of the academic freshers only put their efforts on regular course curriculum but a lot of gaps identified in a personal development like poor English, verbal and written communication, interview skills, and lacks of information of general awareness.

Conclusion

The conclusion of this study is that cold calling can be an effective tool for lead generation, but it is important to use it strategically. Cold calling should be used in combination with other lead generation tactics, such as email marketing, content marketing, and social media marketing. Additionally, it is important to have a well-defined process for cold calling, including a script, a list of target contacts, and a plan for follow-up. Finally, it is important to measure the results of cold calling.

SUGGESTION

 ANALYZE THE EFFECTIVENESS OF COLD CALLING IN GENERATION LEADS COMPARED TO OTHERV LEAD GENERATION METHODS
 ANALYZE THE EFFECTIVNESSOF COLD CALLING DEFFERENT INDUSTRIES
 INVESTIGATE THE COST EFFECTINENESS OF COLD CALLING FOR LEAD GENERATION
 EXAMINE THE CUSTOMER RESPONSE TO COLD CALLING AND IMPACT ON CUSTOMER SATISFACTION

REFERENCE

1. WWW.WIKIPEDIA.COM 2. WWW.SEARCH ENGINE.COM