# INTERNSHIP PROJECT REPORT

**Academic Year 2022-2023**

## "A Study on Cold Calling as a Promotional Method for Onex Solutions Pvt. Ltd."

**SUBMITTED BY:**

**Mr. Reetik Murlidhar Dhok**

**B.com (Honours) VI Semester**

**PROJECT GUIDE:**

**Prof. Piyusha Telang**



**Shiksha Mandal, Wardha's**

## G.S. College of Commerce & Economics

## Nagpur

**NAAC Accredited 'A' Grade Autonomous Institution**

# INTERNSHIP CERTIFICATE



## One X Solutions

### CERTIFICATE OF INTERNSHIP

This is to certify that Mr ——————— Reetik Dhok ——————— has worked as a Digital Marketing intern from ——14.06.2021——to ——25.08.2021——. He showed vehement efforts and contributed and taken part in various marketing campaigns provided by onex Solutions . We found him to be diligent and disciplined and wish him all the best for his future endeavour

Onex Solutions Pvt. Ltd.

D. Agarwal
Director

**DIPAK H AGARWAL**
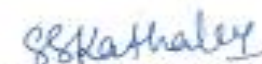FOUNDER & CEO , Onex Solutions

## CERTIFICATE

This is to certify that the said internship project report titled **"A Study on Cold Calling as a Promotional Method for OneX Solutions Pvt. Ltd."** has been completed & submitted by **Mr. Reetik Murlidhar Dhok** as a part of partial fulfilment 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 Prof. Piyusha Telang.

Date: 12-4-2023
Place: Nagpur

Prof. Piyusha Telang
Project Guide

Dr. Ranjana Sahu
Coordinator

Dr. S.S. Kathaley
Offg. Principal

Offg. Principal
G.S. College of Commerce
& Economics, Nagpur.

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# ACKNOWLEDGEMENT

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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 OneX Sol. Pvt. Ltd. for giving me an exposure to learn and grow on a platform.

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I am also thankful to all the faculty members of Department of B. Com (Honours), G.S College of Commerce and Economics, Nagpur helping me during the project. I would also like to thanks my parents and almighty god for this opportunity

Date: 12-4-2023

Place: Nagpur

Signature of Student

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# CONTENT

# INTRODUCTION

## COLD CALLING -

Cold calling is the solicitation of a potential customer who had no prior interaction with a salesperson. A form of [telemarketing](), cold calling is one of the oldest and most common forms of marketing for salespeople.

It is a sales practice in which individuals are contacted who have not previously expressed interest in a product or service.

Cold calling is commonly used in telemarketing, and only produces will be a 2% success rate for the most skilled professionals.

This is crucial part of B2B sales, as it allows sales development representatives (SDRs) to quickly reach out to potential customers, qualify leads, and present their products and services in a meaningful way.

The two scariest words to any sales representative in the industry. For even the most charismatic of souls, this downright medieval practice can conjure nightmares of rejection, exhaustion, and failure.

But is that the whole truth? Almost every business still uses cold calling tactics, so there must be some value in reaching out to chilly leads. It might be hard to believe in this era of open information and emotion-based sales, but cold calling still has an important place in the business world.

A sales method during which a salesman calls people that haven't indicated an interest in their products. Cold calling is typically related to phone or telemarketing

solicitation. But it can also consist of in-person contact, including door-to-door sales."

Cold calls are notorious for being the most disliked aspect of a sales rep's day. Many question the necessity of cold calling and its relevance in present times. But most of us tend to forget that cold calls are incredibly effective when done correctly.

## DEFINITION-

Cold calling is a form of sales solicitation from businesses to customers who've never interacted with the salesperson making the call. It generally refers to phone-based conversations (hence cold *calling*) but technically covers in-person door-to-door interactions, too.

Granted, most businesses that use cold calling today no longer adhere to the original meaning. With unknown numbers increasingly associated with scams, it's more common for companies to use *warm calling*, or calling from a list of potential customers garnered through lead gathering.

Cold calling refers to the act of reaching out to potential customers or clients by phone or other means of communication, typically unsolicited, in an effort to sell a product or service. The goal of cold calling is to generate interest and secure a meeting or appointment with the potential customer

## OBJECTIVES OF PROJECT-

Here are some of the objectives of projects which helps to know in detail about the topic which gives aim of the project in the market.

1. To evaluate the effectiveness of cold calling marketing: One of the main objectives of our project could be to assess the impact of cold calling on the overall success of a business. It examines whether cold calling leads to increased sales, customer acquisition, or other positive outcomes for the business.

2. To explore the potential advantages and disadvantages of cold calling marketing: Another objective of our project could be to identify the benefits and drawbacks of cold calling as a marketing strategy. It investigates the factors such as the cost-effectiveness of cold calling, the level of customer engagement it generates, and any negative impacts it will have on the business's reputation or relationships with customers.

3. To examine the role of technology in cold calling marketing: As an intern, we have a unique perspective on how technology impacts cold calling marketing. We could explore the use of automation and software tools in cold calling, the impact of these tools on the customer experience, and any potential ethical concerns associated with their use.

4. To analyze the impact of different cold calling techniques: We could also investigate the effectiveness of various cold calling techniques, such as scripted versus unscripted calls, different approaches to customer engagement, and how these techniques impact the success of a cold calling campaign.

5. To provide recommendations for businesses using cold calling marketing: Based on our research, we could offer insights and recommendations for businesses that are using or considering using cold calling as a marketing strategy. These recommendations could focus on best practices for cold calling, strategies for improving the customer experience, and other factors that impact the effectiveness of this marketing technique.

These are just a few potential objectives for our internship project on the impact of cold calling marketing. As an intern, we have unique insights and perspectives that can inform our research and provide valuable insights for businesses looking to use cold calling as a marketing strategy.

## NEED OF THE PROJECT-

There is an essence need of the project as it gives the potential reasons of the impact of cold calling marketing on the current scenario.

1. Gain Practical Experience: By working on a project focused on the impact of cold calling marketing, we will gain practical experience in conducting research, data analysis, and communication skills, which are highly valued in the industry.

2. Understand the Pros and Cons of Cold Calling: Cold calling is a popular marketing strategy used by many businesses. However, it can also be an intrusive and often unwelcome approach for potential customers. By studying the impact of cold calling, we could get better understand of the pros and cons of this strategy and identify potential alternatives.

3. Identify the Effectiveness of Cold Calling: Cold calling can be a highly effective way to generate leads and sales for some businesses, but it will not work for all industries. By studying the impact of cold calling marketing, we could identify how effective this strategy is for different types of businesses, and in different regions.

4. Improve Marketing Strategies: By studying the impact of cold calling marketing, we could identify ways to improve marketing strategies for our organization. For example, we will discover that using a different marketing channel or approach can lead to better results.

5. Stay Ahead of the Competition: In today's competitive business environment, it is important to stay ahead of the competition. By studying the impact of

cold calling marketing, we could gain insights into what our competitors are doing and identify areas where we could improve our own marketing efforts.

Overall, the impact of cold calling marketing project can provide valuable insights and benefits to businesses, which is why it can be a useful and necessary project for interns to work on.

## SCOPE OF PROJECT-

As an intern working on a project focused on the impact of cold calling marketing, we will be wondering about the scope of the project. Here are some potential areas of focus that we could explore:

The scope of cold calling in India is vast and diverse, as the country is home to a large and growing market of potential customers for a wide range of products and services. Cold calling has become an important marketing strategy in India, especially in the B2B (business-to-business) and B2C (business-to-consumer) sectors.

Some of the specific areas where cold calling can be effective in India include:

1. Lead generation: Cold calling can be used to identify potential customers who will be interested in the product or service being offered, and gather their contact information for further follow-up.

2. Appointment setting: Cold calling can be used to schedule appointments with potential customers who have shown interest in the product or service.

3. Sales: Cold calling can be used to close sales with potential customers who are interested in purchasing the product or service.

4. Customer support: Cold calling can be used to provide customer support to existing customers, addressing their concerns and providing solutions to their problems.

5. Market research: Cold calling can be used to gather valuable market research data, such as customer preferences, buying habits, and pain points.

The scope of cold calling in India also includes the use of advanced technologies like customer relationship management (CRM) software, automated dialers, and artificial intelligence (AI) tools to improve the efficiency and effectiveness of cold calling campaigns.

However, it is important to note that India has strict regulations regarding telemarketing and cold calling, which must be followed to avoid legal penalties. The Telecom Regulatory Authority of India (TRAI) has established rules and guidelines for telemarketing in India, including registering with the National Do Not Call (NDNC) registry, obtaining consent from customers before making calls, and adhering to specific calling hours

Overall, the scope of the impact of cold calling marketing project can be quite broad and could involve a variety of research methods and data analysis techniques. By identifying the key areas of focus for the project, we could ensure that the project is both feasible and useful for our organization.

# LIMITATIONS OF THE PROJECT-

As an intern working on a project focused on the impact of cold calling marketing, it's important to be aware of the limitations of the project. Here are some potential limitations we will encounter:

1. Limited Sample Size: Depending on the size of our organization, we will have a limited sample size to work with when studying the impact of cold calling marketing. This could limit the generalizability of our findings.

2. Lack of Control: When studying the impact of cold calling marketing, it can be difficult to control for external factors that will influence the results. For example, changes in the economy or the competitive landscape could impact the effectiveness of cold calling marketing.

3. Difficulty in Measuring Impact: Measuring the impact of cold calling marketing can be challenging, particularly if we are using qualitative measures. It can be difficult to quantify the impact of cold calling marketing, which can make it challenging to draw firm conclusions.

4. Dependence on Self-Reporting: When conducting surveys or interviews to study the impact of cold calling marketing, we will be dependent on self-reported data. This can introduce biases and inaccuracies into our data.

5. Time Constraints: Depending on the timeline for our internship project, we will have limited time to conduct a comprehensive study of the impact of cold calling marketing. This could limit the scope of the project and the conclusions we could draw.

6. Industry Specificity: The effectiveness of cold calling marketing can vary depending on the industry and the target audience. This means that our findings will not be generalizable to other industries or target audiences.

Overall, it's important to be aware of the limitations of our internship project focused on the impact of cold calling marketing. By acknowledging these limitations, we could work to mitigate their impact and ensure that our findings are as accurate and useful as possible.

## ROLE OF THE STUDENT IN INTERNSHIP –

There was certain role which was given us in an organization in our internship as a digital marketing intern. Some of them are –

1) Company's promotion-

      In our initial period of time, we have to upload various postures and videos on the various platforms such as Facebook page, Instagram, LinkedIn and WhatsApp. The postures and videos contained the contents of the company what services they were providing such as bulk email services, bulk SMS and calling services to the targeted customer base.


2) Data collection-

      The organization provides us the location of the target customer where we have to collect data of the provided locations of Mumbai, Chennai, etc. from where we have to collect new startups and businesses and collect data such as turnover, email id, websites and contact no. and later on we have to do cold calling marketing to them for lead generation.


3) Data management-

      The data which is collected from various social media platform and websites of the company such as founder of company, turnover, location, contact no, etc. the data later on segregated on the excel sheet on basis of the chronological order by filling all the necessary data.

4) Coordination and communication –

       The collected data excel sheet is communicated with the HR on the weekly basis and the positive responses taken further by them where the HR coordinates with the interested party with the services our organizations provide.

5) Cold calling –

       Our organizations gave us the calling script for the cold calling where we have to call the individuals or the company from the data which we have collected from the selected region and promotes our company for services of digital marketing and later on the interested clients are provided with services of our company.

6) Content formation-

       Onex solutions took sessions on the content creation, whereas we have been taught for creation of the graphical animated postures and the videos. The importance of the animations was taught as well as the importance of content should be there such as – Info-graphic format, Idea screening, etc.

# ONEX SOLUTIONS PVT. LTD.-

Onex solutions Pvt. Ltd is the Kolkata based company provides the advertisement services digitally such as Bulk SMS, Bulk Email, Voice Call, Virtual Mobile Number, Digital Marketing, Marketing, Mobility Solutions, and Database Push.

Onex Solutions Pvt. Ltd. Is a digital marketing company in India which provides two-way solution. Onex is a pioneer in mobile marketing services of Bulk SMS (Both Promotional and Transactional SMS), Bulk email (Inbox landing), Voice call (30 secs to convey voice message) and VMN Solutions (Short codes and long codes). We work as a connect base helping, we to reach our target audience. Also, we help we to focus and make development of business in relevant target audience at economical cost.

Currently Onex Solutions is working with the fifty-five employees and have services across the country.

Onex Solutions have reached with the 400000000 customers in India
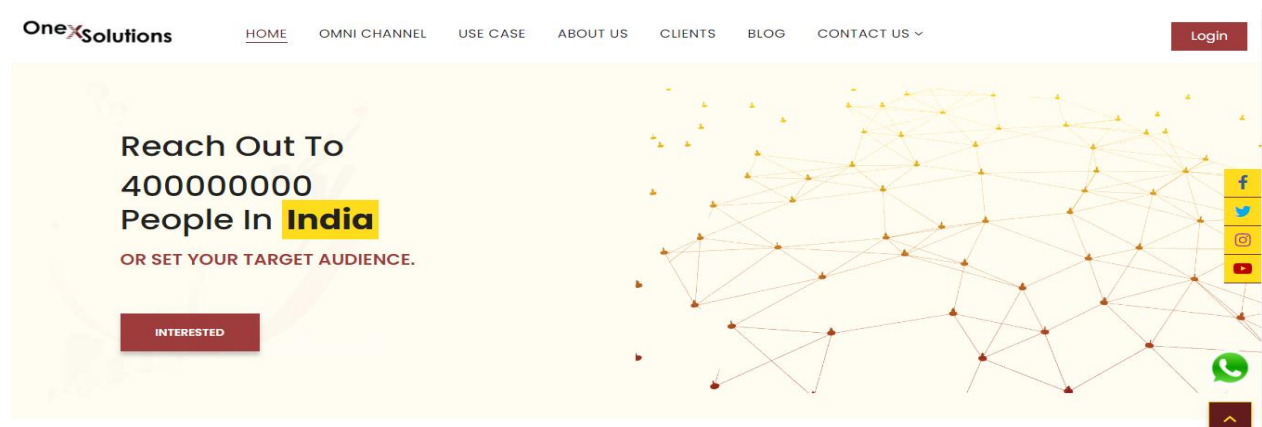


Fig.1. The reach out to the customers by the Onex Sol. To across all over country.

Onex Solutions has flexible services with maximum access of contacts they can market any business in any location which is specified by the customer/ party on the basis of pin code.

For example- If any electric scooter manufacturing company wants to market their product in Bangalore at particular point so Onex Solutions provides service that they can market their product in that particular area by Bulk SMS, Bulk Email, Voice Call, Virtual Mobile Number, Digital Marketing, Marketing, Mobility Solutions, and Database Push etc.

Onex Solutions have worked with many Industries such as –



Fig.2. Shows the industries Onex Sol. Pvt. Ltd. Worked with in their business life.

# LINKEDIN PROFILE & FACEBOOK PROFILE-

Fig.3. Shows LinkedIn & Facebook profile of Onex Sol. Pvt. Ltd.

## **UNIQUE SELLING POINT OF ONEX SOUTIONS PVT. LTD-**

- o Channels-
    - Reach our target audience as omni channels.

- o Various Businesses-
    - As Onex Solutions has the expertise of many industries in relate of marketing, they have solutions of many industries.

- o PAN India Reach-

- Onex has targeted customers across 1200 cities in 60000 pin code.

o Regional language-
- Content can be sent in any languages by Onex Solution based on the region and the customers.

o White labels and resellers –
- Onex solutions offers solution under our Brand name and IP.

o Report and analysis-
- Onex Solutions shares report any analytical of campions of the targeted projects.

o Sample Content –
- They provide sample content for store launch, Sales, offers as per industries.

o Smart text –
- Send Personalized Text, Marketing with Name, Code etc.

o Smart Link-
- Track people who clicked link and retarget them.

- AIDA –

    - Track people who clicked link and retarget them.

- Ready to use data –

    - Track people who clicked link and retarget them.

- Delivery –

    - We could delivery on our channel in any volume.

# ONEX SOLUTIONS PVT LTD JOURNEY-



Fig.4. Shows journey of Onex Sol. And their initial phase of nusiness.

# ONEX SOLUTIONS CLIENTS-

Onex Solutions have worked with the Khadim's, Tata Motors, Emami, VLCC, Bazzar Kolkata, PS Group, etc. with big and reputed brands of India and provided them digital marketing services.
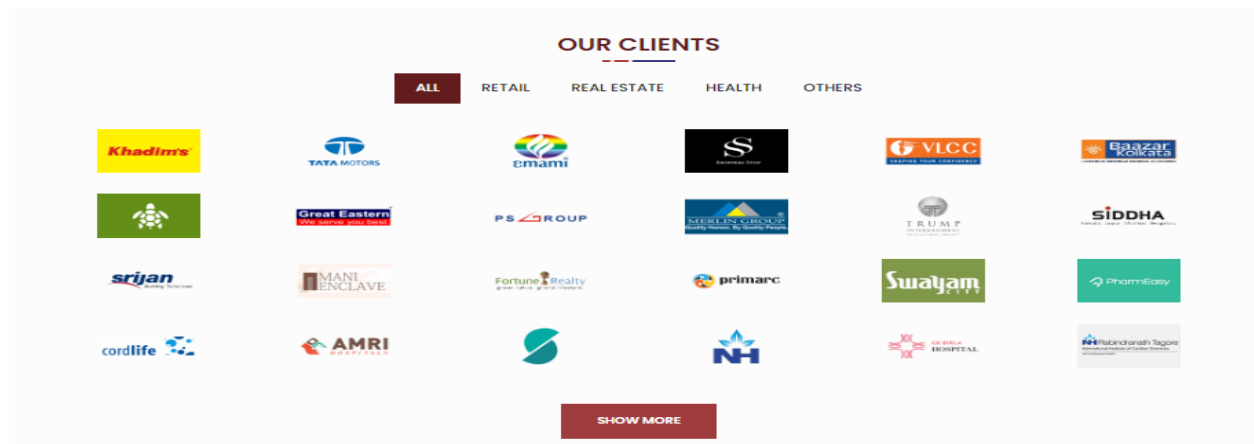


Fig.5. Shows the big brands with whom Onex. Sol. Worked

# SELECTION PROCESS-

In the first year of college, it was mandate to do Internship in that year as in that period of time many companies came to the college for the internship drive and all students were requested to register for the interview of the internship of the company.

**Internship Description – Onex Solutions Pvt. Ltd**.
**Internship Title: Digital Marketer Intern**
**Duration:** 2 months
**Medium:** Work from Home
**Stipend:** Unpaid (Incentives based on performance)
**Requirements:**
1. UG/ PG students having interest in digital marketing field.
2. They should be equipped with internet facilities, laptop and mobile phone.
**Duties and Responsibilities:**
1. Interns will have to help Small Medium Enterprises (SMEs) for their business growth via Digital Marketing medium.
2. They will have to connect with the prospective clients and can support the initiative **#BeVocalForLocal**.
3. They will be given the opportunity to learn Digital Marketing + Business Development which will involves Business Development via Digital Marketing Including online promotions, generating leads via Telemarketing & Online marketing, Generating Prospect clients etc. .
**Skills and competencies:**
1. Interns are expected to have good communication skills.
2. Interns are expected to have proficiency in English and Hindi.
**Perks & Benefits of Internship:**
1. Interns will be given training on Digital Marketing.
2. They can earn incentive if they make sale or onboard client.
3. Depending upon their performance, they can get **Placement Job Offer**.
4. They will receive welcome merchandise on joining.
5. After successful

Fig.6. Shows the Internship profile and details

Later on, college conducted various sessions on the business work environment, formal communication and behavioral manner which help us a lot for the interview process. Demo interview was taken by the faculty and practiced us the most asking questions in the interview and the perfect answer according to it.

After all these processes the official date of the interview and the timing of interview was given to the short-listed students. The interview was been held on telephonic interview method as it was the era of the covid-19 pandemic so because of that purpose company accepted to the long-distance interviewing.

After that all short-listed student had some couple of days for the preparation of the interview.

Referred some articles and informative video of the internet for the interview on the digital marketing company as how digital marketing works, its types etc. and prepared for the expected questions for interview.

Studied about the Onex solutions, history of the company, founders' detail, companies' achievements etc.

## INTERVIEW PROCESS-

Interview was conducted on the telephonic method by the HR of Onex solutions Pvt. Ltd. The interview was taken on the sequential basis of the short-listed students. The interview was taken in office hours in between 2-3 AM.

During the telephonic interview many questions were was asked on the basis of the digital marketing and experience in the field. HR asked about the personal skills & qualities that would help me as an intern in the digital marketing field.

Some of the conversations of the interview-

1) Tell me about ourself?

- As it is mentioned in my resume currently, I am pursuing B. Com Honours 2$^{nd}$ year from G. S. College of Commerce & Economics from Nagpur.

I have done MICIT –(MKCL) and know other basis computer skills

Some of my soft skills are time management, Decision making & problem solving.

2) Why we wanted to do this internship?

- As this is the digital era for every business and world is getting toward the digital technology as faster than earlier. As now a days every business is going digitally and they are also promoting the business digitally whereas in that factor digital marketing has the key to accesses the marketing. As that is why I am interested in this internship because it is the future of marketing. I also wanted to learn about how business can leverage digital channel to reach target audience to grow business.

3) what do we understand by digital marketing?

- Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services

4) What do we know about Onex solution Pvt. Ltd.?

- Onex Solution Pvt. Ltd. Is the digital marketing company which provides the services of bulk calling, bulk sums, bulk email etc. to the client.

5) Do we have any experience earlier or we could communicate to the client if so?

- I don't have any past experience in this field but I would glad to learn from our organization for such experience. I can assure we I can communicate to the client as I have some business experience and I know how to influence the client for our services.

At the end of the interview HR told me about the work which I would be getting in the company, that is have to collect data from the different sites and provide them the service of the company.

At the end, I got to know about the company's work and perspective of the company in the digital marketing filed.

## ORIENTATION PROGRAM-

After shortlisting received an email to attend orientation and training program schedule has been mentioned in it. The orientation & training session has been taken for the new intern who have joined the company and gave us the information of the company.

The orientation program has been taken over by the HR and other respected dignitaries.

The orientation gave us some of the information of the company such as-

1) In Orientation they gave us the information about the services company provides the to the clients.

2) Told us the History of the company, how company has been started by our founder.

3) Collaboration done by the company and provided marketing solutions to them.

4) How company gave reputed and big companies for whom Onex solutions have provided services such as Tata motors, emami, VLCC, etc.

5) Company told us the role of intern in the company

6) Company also explained the mission and the goal of the company.

7) I was also introduced to the company's core values and culture, which emphasized the importance of collaboration and innovation in the digital marketing and mobile industry.

## TRAINING WEEK-

As after the orientation program of the onex solution they gave training to the interns over a week. As I had passed the interview and selected for internship, I was welcomed for the training week of the company, some of the key points they taught us in the training sessions.

**Digital marketing introduction-** They gave us the introduction of the digital marketing as how it works how company takes the advantage of the digital marketing for boosting up the sales as well as the importance of digital marketing importance in the digital era and also about the various techniques that comes under the digital marketing such as social media marketing, content marketing, email marketing and email marketing etc.

**Promotional techniques on Facebook-** In the training week HR gave us the methods to promote the client's product and services on the Facebook page, formation of the business page, as well as the basics of the preference review on that page.

**Content formation-** the training session provided us the importance of the animated graphical formation and the video for the digital marketing. Taught us how to edit the graphical images and videos and post it in the social media platform.

# **WEEK– 1**

**TASK–** Digital campaign for Onex solutions.

As after the completion of the training week. Our HR has assigned us the various tasks according to own skills. The first task given by the HR was that we have assigned with the different groups/pages of the social media platform where we have to promote our company via the animated graphical postures and videos. The graphical images contain the whole and sole details of the company such as the services and the offers of the company, price list of the packages, etc.

The role for the week was as the digital promoter of the company

The process for the completion of the task that I have to go the social media platforms and the search the pages or groups of the company whose list was given by HR. After that I have to join that particular company and make a post of the graphical images by tagging the Onex solution company by mentioning the captions on same.

Whereas we have to collect the data from the Facebook of the pages we have joined and send it to our HR.

Some of the listed groups we have joined-

| Group Name | Members | Group Link |
|---|---|---|
| Indian business group | 127k | https://www.facebook.com/groups/deepak2/ |
| MLM business group | 38k | https://www.facebook.com/groups/875257339556169/ |
| Gujarat business group | 80k | https://www.facebook.com/groups/592407278357286/ |
| All india business group | 22k | https://www.facebook.com/groups/badabusiness1/ |
| Madhya 35ndian35 business group | 60k | https://www.facebook.com/groups/346298339427920/ |
| Madhya 35ndian35 35ndian business group | 33k | https://www.facebook.com/groups/561430210859128/ |
| Madhya 35ndian35 business group | 9.4k | https://www.facebook.com/groups/561430210859128/ |
| Business Club | 12k | https://www.facebook.com/groups/249888125408024/ |
| Business network india | 171k | https://www.facebook.com/groups/businessnetworkindia.bni/ |
| Business, startup and franchise connect | 22k | https://www.facebook.com/groups/businessstartupfranchiseconnect/ |
| India business startup/Ideas | 48k | https://www.facebook.com/groups/indiabusinessstartupideas/ |
| Business leads for indian startups | 42k | https://www.facebook.com/groups/blis2020/ |

| | | |
|---|---|---|
| Export and import business worldwide | 119k | https://www.facebook.com/groups/1666842200223465 |
| MLM Network marketing india | 51k | https://www.facebook.com/groups/906971002968459/ |
| Startup India lions | 103k | https://www.facebook.com/groups/StartupIndiaRework/ |
| Weng Entrepreneurs | 70k | https://www.facebook.com/groups/wengentrepreneursbusinessideas/ |
| Business USA | 94k | https://www.facebook.com/groups/1433439653576966 |
| Business growth using digital marketing | 38k | https://www.facebook.com/groups/digitalurvesh |
| India online business | 13K | https://www.facebook.com/groups/indiaonlinebusiness/ |
| Indore city | 45k | https://www.facebook.com/groups/HamaraIndore/ |
| Business StartUps India | 673.1K | https://www.facebook.com/groups/bsi2013/ |
| Startup Business India | 7.1K | https://www.facebook.com/groups/new.business.startup.2020 |
| Business Nagpur | 22.2K | https://www.facebook.com/groups/1886910001590608 |
| Freelance Website designing | 160.4K | https://www.facebook.com/groups/1865822177019795 |

| | | |
|---|---|---|
| Indore smart city | 840 | https://www.facebook.com/groups/7348823 90506239 |
| Bhopal wholesale bazaar | 10.2K | https://www.facebook.com/groups/4473950 59697428 |
| Ujjain Bussiness Advertisement | 235 | https://www.facebook.com/groups/2446199 66887581 |
| Distributorships Franchise Bazar | 1.9K | https://www.facebook.com/groups/Franchis eIndore |
| E-commerce Business In Indore | 20.0K | https://www.facebook.com/groups/1409279 149305182 |
| India Wholesale Market | 318.7 K | https://www.facebook.com/groups/iwmvans h |

Fig.7. Shows campaign data of Onex Sol. Pvt. Ltd.

## LEARNING-

After the completion of the first week task, I have learnt how to promote our company to the various pages on the digital social media platform. Creating postures and uploading to the pages on media. Communicating to the page admin and creating leads from it. Some of the postures we have uploaded on the media-

**Commission Structure**

| Commission Slab | Quantity | Campaign | Dost4SME | Amount( Rs) |
| --- | --- | --- | --- | --- |
| 40% | 10,000 | 25p | 10p | 1,000 |
| 30% | 25,000 | 20p | 6p | 1,500 |
| 25% | 50,000 | 18p | 4.50p | 2,250 |
| 20% | 100,000 | 16p | 3.20p | 3,200 |
| 15% | 500,000 | 15p | 2.25p | 11,250 |
| 15% | 1,000,000 | 14p | 2.10p | 21,000 |
| 15% | 5,000,000 | 13p | 1.95p | 97,500 |
| 15% | 10,000,000 | 12p | 1.80p | 1,80,000 |

Fig.8. Shows data of commission structures in services.

## **WEEK-2**

**Task**- Content creation for Onex Solutions.

The second week task given by HR was graphical image creation. As one of my skills includes the graphical image formation because of which our HR gave us the task which includes making of graphical image creation and animated video formation.

The role was as to make and edit the company's logo and graphical images which includes the current offer of the services and other important information on it.

The procedure for the completion of this task is to make graphical images using software such as canvas, adobe photoshop, etc. The content of the graphical image should include the name of the company, specified service, cost of services, further detail of contacts etc. and more of the other types were made.

Some of the samples are-





Fig.9. Shows the content creation sample work.

**Learnings-** I have learnt from this task is that such graphical content is very precious in this digital era as in this century due to vary in diversification catching the eye of customers is difficult which is made easy due to the graphical image. Such content gives customer the clarification of the advertisement in seconds of the time. The clearer and representative the content is directly proportional to the customer grabbing.

# WEEK-3

**Task-** Data collection of clients for Onex solutions.

As after the successful completion of the task 2 for week 2, our HR introduced with the new task where they have provided with the data of the businesses whose name starts from the "U". The sheet of data includes all the small and medium businesses of the India who is either started as well as they were still in practice of it.

The purpose for the collection of the data is to provide the services to them after taking out the details of the businesses by doing cold calling marketing which is the essential element in it.

The details of company which has been research for task is – Company sector, Founded, founder, Headquarter, Turnover Amount, Contact no, email address Etc.

Some of the data that has been collected are-

| ENTITY NAME | Company/Brand | Founded | HeadQuarter | Amount | Mobile number | Email Id |
|---|---|---|---|---|---|---|
| UNINEXT SOLUTIONS PRIVATE LIMITED | Business activities n.e.c. | 2015 | TECHNOLOGY APARTMEN | 10,00,000. | 9971762763 | pallav.modi@gmail.com |
| UNIPLATFORM TECH PRIVATE LIMITED | Information Technology | 2016 | NEW DELHI Central Delh | 300,000 | Call 08068442247 | iccha2@gmail.com |
| UNIPRO MULTIASSOCIATES PRIVATE LIMITED | delivery & strategic advisory | 2018 | Ranchi JH 834001 IN | 1,00,000. | 9873567026 | apoorvashrm7@gmail.com |
| UNIQ SOLUTIONS | Infotech Solutions | 2015 | Chandigarh | 1,00,000. | Call 08048361396 | LOVELYSMILY20@GMAIL.CO |
| UNIQAS PRIVATE LIMITED | Repair of personal and household | 2017 | Ahmedabad GJ | 1,00,000. | 99741 11012 | chirag5489@gmail.com |
| UNIQGRID PRIVATE LIMITED | Business activities | 2016 | Ghaziabad UP | 1,20,000. | | compliance@uniqgrid.com |
| UNIQUBIC SOLUTIONS PRIVATE LIMITED | Software publishing, consultancy a | 2019 | North West DL 110085 IN | 1,00,000. | 098180 31897 | nikhilbatra789@gmail.com |
| UNIQUE COMMUNICATION PRIVATE LIMITED | Manufacture of office computing n | 1994 | BHUBANESWAR | 1,00,000. | 094035 04172 | |
| UNIQUE GARDEN SOLOTIONS | market gardening; horticulture | 2013 | Udaipur RJ | 1,00,000. | Call 08068441026 | sd7803@gmail.com |
| UNIQUE GROW GARDEN SOLUTIONS PRIVATE LIMITED | market gardening; horticulture | 2013 | Udaipur RJ | 100000 | Call 08068441026 | sd7803@gmail.com |
| UNIQUE POWER AND AUTOMATION | | | | | | |

| B | C | D | E | I | K | L |
|---|---|---|---|---|---|---|
| URBAN ESSENTIALS INDIA PRIVATE LIMITED | inolved in Business activities n.e.c | 2018. | Pantheon Road, Egmore | 25,00,000. | 098843 67433 | prince@uessentials.com |
| URBAN FITNESS LLP | inolved in Business activities n.e.c | 2014 | Bilishivale, Doddagubbi | 1,00,000. | 7947341467 | ravish@urbanfitness.in |
| URBAN GURUS PRIVATE LIMITED | Other education | 2017 | MODEL TOWN, DELHI | 1,00,000. | +91 9999758936, | sahilbajajandassociates@gm |
| URBAN HABITATS PRIVATE LIMITED | Business activities n.e.c | 2013 | MADAM STREET PONDIC | 200,000 | Call 08068441053 | muthu.mohon@gmail.com |
| URBAN KARE INTERNET PRIVATE LIMITED | Other computer related activities | 2016 | Patliputra Colony Patna | 10,00,000. | 8048361375 | URBANKARE@GMAIL.COM |
| URBAN KHICHDI PRIVATE LIMITED | inolved in Hotels; camping sites an | 2018 | GALA GYMKHANA ROAD | 1,00,000. | 081550 88155 | milanp0487@gmail.com |
| URBAN MUSE PRIVATE LIMITED | Business activities n.e.c. | 2018 | Valamkottil Towers, Judge | 1,000,000 | | info@tgif.in |
| URBAN POD PRIVATE LIMITED | Business activities n.e.c. | 2015 | OPP NEW EMPIRE CINE | 60,000,000 | 074004 86116 | erhl.compsec@expressworld |
| URBAN REALITY BUSINESS VENTURES PRIVATE LIMITED | | | | | | |
| URBAN REBOX IT PRIVATE LIMITED | inolved in Sewage and refuse disp | 2019 | WARASIGUDA SECUNDE | 10,00,000. | 099484 84428 | urbanreboxit@gmail.com |
| URBAN SKILLS PLANET INDIA PRIVATE | | | | | | |

| | B | C | D | E | I | K | L |
|---|---|---|---|---|---|---|---|
| 289 | UTTHAPANA PRIVATE LIMITED | Other service activities | 2019 | Basharatpur GORAKHPUI | 2,50,000. | | utthapana@gmail.com |
| 290 | UTTRAKHAND INTERNET SERVICES PRIVATE LIMITED | Data processing | 2015 | , G.I.C.ROAD PITHORAG/ | 1,000,000 | 9760159400 | mjoshi.nsn@gmail.com |
| 291 | U-TURN4NATURE LLP | Business activities | 2019 | OMICRON-1 GREATER N( | 10000 | | deepti@u-turn.in |
| 292 | UTVYAKTA SOLUTIONS PRIVATE LIMITED | Other computer related activities | 2017 | ,SAIBABA COLONY, COII | 13,43,044. | | akshay.ramachandran@gma |
| 293 | UUCASH TECHNOLOGIES PRIVATE LIMITED | Other computer related activities | 2019 | Ashok Nagar Bangalore | ######### | | rishabh.raja@uucash.in |
| 294 | UUO INNOVATION PRIVATE LIMITED | Business activities n.e.c. | 2019 | Vignan nagar BANGALOR | 10,00,000. | | soham.305@gmail.com |
| 295 | UV GREEN TECHNOLOGIES | | | | | | |
| 296 | UV KNOWLEDGE LINK PRIVATE LIMITED | Legal, accounting, book-keeping a | 2016 | MAKHMALABAD NASHIK | 10,00,000. | 0253 235 2948 | uvknowledgelink@gmail.com |
| 297 | UVA INSTITUTE PRIVATE LIMITED | Business activities n.e.c. | 2016 | SHALIMAR BAGH WEST | 1,00,000. | | uva.vsat@gmail.com |
| 298 | UVANDUS FARM FRESH SERVICES LLP | Business activities n.e.c. | 2018 | MAVUNGAL ANANDASHI | 100,000. | | madhukishore@gmail.com |
| | UVIK TECHNOLOGIES PRIVATE LIMITED | | | | | | |

Fig.10. Shows data collection of clients from various websites and portals.

## Learnings-

I have learnt from this task is mainly the data collection. Data collection is very technical way of market research where as in this task I have collected more than 300 companies' data in which there were many diverse sectors companies were there where as from which I have learnt the process and technique of collection of data from various websites and platform and management of them.

# WEEK-4

**TASK-** Data collection of clients for Onex solutions.

As our HR has sent us the sheet of data containing the 1000 of businesses names and we have to collect the data of the same. Colleting the data of the businesses is not possible in the period of the week as on such situation HR asked us to continue the same task over this week also.

We could use any of the websites either it is the official website or the third-party websites where the accuracy of the data is sured.

The set of data which has to be collected were same as – Company sector, Founded, founder, Headquarter, Turnover Amount, Contact no, email address, etc.

Some of the data which was collected are-

| | B | C | D | E | I | K | L |
|---|---|---|---|---|---|---|---|
| 343 | VADAJAR RENEWABLE ENERGY PRIVATE LIMITED | Steam and hot water supply | 2018 | , S.G.ROAD,VEJALPUR, | 50,00,000. | | ipp.compliance@vwinfrastru |
| 344 | VADDMAAN INNOVATION LLP | | | | | | |
| 345 | VADEEL TECHNOLOGY PRIVATE LIMITED | Retail trade not in stores | 2018 | Khai Mohalla, Salumber, | 5,00,000. | 097723 61976 | vadeeltechnology@gmail.co |
| 346 | VADETHIC INNOVATION PRIVATE LIMITED | | | | | | |
| 347 | VADO SOLUTIONS PRIVATE LIMITED | Other computer related activities | 2019 | NR SHRIJI VIHAR, PIMPL | 15,00,000. | | deepa.saini27@gmail.com |
| 348 | VADR NETWORK PRIVATE LIMITED | Other computer related activities [ | 2016 | Telly Galli Andheri East Mu | 1,00,000. | | apek.solanki92@gmail.com |
| 349 | VAGABOND INFRATEL PRIVATE LIMITED | inolved in Building completion | 2011 | , NEW ASHOK NAGAR, D | 1,00,000. | | basuchandra@gmail.com |
| 350 | VAGHANI INTERNATIONAL BUSINESS PRIVATE LIMITED | Production , collection and distribu | 2019 | Village Gadhada, Gadhada | 10,00,000. | | vaghanibusiness@gmail.con |
| 351 | VAHAK FUTURE SOLUTIONS LLP | Business activities n.e.c. | 2019 | MADHUVAN COMPLEX, H | 10000 | | yamuna@yamunaindia.com |
| 352 | VAHAN MECHANIX CAR SERVICE PRIVATE LIMITED | Business activities n.e.c. | 2018 | Sector 21 Kharghar Navi N | 5,00,000. | 088500 24467 | gurmit@soiltree.com |
| 353 | VAHAN PARIPAALAN PRIVATE LIMITED | Sale, maintenance and repair of m | 2016 | VALLAB NAGAR, PIMPRI | 1,00,000. | | customercare@vahanparipa |

| | B | C | D | E | I | K | L |
|---|---|---|---|---|---|---|---|
| 466 | VANTECH INNOVATIONS PRIVATE LIMITED | Other computer related activities | 2018 | , CLEMENT TOWN, DEHR | 1,00,000. | | nfo@rattancorporatelawyers. |
| 467 | VANYA PROJECTS PRIVATE LIMITED | inolved in Building of complete con | 2019 | JAGAT SINGH SADOPUR | 10,00,000. | | csmjsharma@gmail.com |
| 468 | VAPPTEK SOFTWARE SOLUTIONS PRIVATE LIMITED | inolved in Maintenance and repair | 2018 | 5th Cross IPC Church Str | 1,00,000. | 082487 64107 | anjana2017s@gmail.com |
| 469 | VAPRA ENTERPRISES PRIVATE LIMITED | inolved in Business activities n.e.c | 2020 | , ANNA NAGAR CHENNAI | 1,00,000. | 080 3742 9996 | rnathan48@gmail.com |
| 470 | VAPSO INNOVATIONS INDIA PRIVATE LIMITED | inolved in Business activities n.e.c | 2018 | KASAMPURA HAPUR Gha | 10,00,000. | | gunjangarg@rediffmail.com |
| 471 | VARACTOR ELECTRICAL SOLUTIONS PRIVATE LIMITED | Manufacture of television and radi | 2017 | 101 A, Prabhu Nagar, Ind | 1,00,000. | | priyanka.soni1712@gmail.c |
| 472 | VARAD RESEARCH INNOVATION AND MANAGEMENTPRIVATE LIMITED | | | | | | |
| 473 | VARADASA CATERERS | | | | | | |
| 474 | VARADOM TECHNOLOGIES PRIVATE LIMITED | Business activities n.e.c. | 2016 | , Dwarka Vishwa Sector 7 | 1,00,000. | 9922086663 | varadomgroup@gmail.com |
| 475 | VARAHA TECH LABS LLP | Business activities n.e.c. | 2019 | B-103, FOURTH FLOOR, , | 1,00,000. | | hitesh@splatstudio.in |
| | VARAHI ORGANIC PRODUCTS (OPC) | | | | | | |

Fig.11. Shows data collection of clients.

## Learnings-

The learning was same as the task was further continued where as in this task there were many small and medium sized companies were there in which the data was not available at any sites as they were also not having any official sites. This concludes that the accuracy of the data is poor and which furtherly affects the consumer's data management.

# WEEK – 5

**Task-** Cold calling to the businesses.

This was the task of the week-5 of the internship where the task which was given by the HR was to do cold calling marketing to the client's businesses data which was collected in the previous data collection. The online worksheet provided by the company contains data on various businesses that we will be contacting

Role was for the week is to cold call the businesses data which was collected earlier as it is the important role for the lead generation and promoting our company's services which they provide to the potential customers.

The calling script was provided by the HR manager where we have to speak according to the script and we have to give positive responses we got through it.

The calling script which was given by the HR manager was-

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**Calling Script**

**TONE: CONFIDENT**

Hello, Can I Speak to ( Mr/Ms/Mrs Name )?

[If Other Person responds ]

I am (Our Name) calling from Onex Solutions  Pvt Ltd regarding our business / Brand Promotions .

Is it the right time to discuss with we Sir/ Ma'am ?

[If Other Person responds, No ]

 Reply – Can I know when I can connect with we Sir / Ma'am ?


[If Other Person responds, YES ]

Thank We so much for our Time.

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Onex Solutions is a Digital Marketing Company , We help Business to reach their target audience in economical and effective manner.

We are working with 4000+ Clients. That Includes Madisson, BuyMediaSpace, Bookallads, Tata Motors, Khadims, Wow Momo, etc.

Sir / Ma'am we know that lock down is the current market scenario , so we can not let this situation hampered our business , So its crucial to reach out to new audience . We are a company who helps to reach out to new clients at a very minimum cost VIA SMS / Email / Whats App & Voice Call Services .

**Note – After Speaking its important to hear the client's queries and to revert back accordingly .**

**[ If Person is Interested ]**

Sir/ Ma'am , Can I get our mail id so that I will send we the mail about my company and commercials.

1- How to trust on our Campaigns ?

**Ans**- We have an experience of handling clients from various Industries like Health care, Real Estate , Education and Hospitality etc . Working with these sectors have help us to gain lots of experience and now were are helping out other clients so that can they make maximum use of SMS/ Whats App / Email & Voice Call Marketing .

2- What is the proofs of our Campaigns ?

Ans- We will help we with detailed reports post each campaign.

3- Do we provide Database ?

Ans- No Sir / Ma'am .

4- Tell me more about our Database ?

Ans- We have PAN INDIA Pincode wise database .

5- Do we have profile database ( Female / Student/ HNI etc )?

**Ans-** Sir / Ma'am , Please let me know the Pincode / Area/City , I will ask my team and update we shortly .

Fig.12. Shows the calling script given for cold calling task.

**Learnings-**

In the last task I have learnt the importance of good communication skill one should have. And for the lead generation I had to talk with the various founders of the businesses which gave me the confidence and the point of convincing them for our services.

# **WEEK-6**

**Task-** Cold calling to the businesses.

As it was mentioned I had to cold call to all the 1000 businesses whose data I have been collected in week 3 & 4. I have cold called approximately 300-400 businesses and which further I have to continue the task in this week also.

We had to follow the calling script respectfully and talk to the client respectfully.

I have cold called all the businesses provided in the sheets, where I got some positive responses in them.

**Learnings-**

As I have completed the last task of the cold calling here are some of the learnings I have preferred in internship, Cold calling can be a challenging sales technique, but there are steps we could take to increase our success rate:

1. Prepare: Make sure we have a clear understanding of the product or service we are selling, the target audience, and the key benefits of the offering. Develop a script that outlines the key message we want to convey and the questions we want to ask.

2. Build rapport: Start the call by introducing ourself, the company, and the purpose of the call. Work to build rapport with the potential customer by asking questions and actively listening to their responses.

3. Be confident: Confidence is key when making cold calls. Speak clearly and assertively, and be prepared to address any objections that the potential customer we have.

4. Be persistent: Cold calling is a numbers game, and the more calls we make, the more likely we are to generate interest. Be persistent and keep making calls, even if we receive a lot of rejections at first.

5. Follow up: If the potential customer expresses interest, make sure to schedule a follow-up call or meeting to further discuss the offering. This is a key step in converting the potential customer into an actual customer.

6. Personalize the call: Customize the call based on the information we have about the potential customer, such as their name, industry, and job title. This will help build rapport and show the customer that we value their time.

## WHERE DID COLD CALLING GET ITS NAME-

The origin of the term "cold calling" in marketing is not clear, but it is believed to have originated from the practice of making unsolicited sales calls to potential customers who have not expressed any prior interest in the product or service being offered. The term "cold" refers to the lack of prior relationship or contact between the salesperson and the potential customer, as opposed to "warm" calls made to customers who have already expressed interest or have a previous relationship with the company.

In a cold call scenario, the salesperson is essentially starting from scratch and must work to build rapport and credibility with the potential customer in order to secure a sale. This can be a difficult and challenging task, which is why the term "cold" is used to describe the approach.

## HISTORY OF COLD CALLING-

Cold calling technique is the one of the oldest techniques over the decades as in the early time there were no modes of communication before the era of the telecommunications. This technique helped many businesses to market their business over the people through these door-to-door marketing, later on in the telecommunication era the cold calling was done on these routes.

The history of cold calling as a marketing technique dates back to the early days of telemarketing. Here are some key milestones in its evolution:

1. Early 1900s: The first telemarketing campaigns were conducted using telephones as a means of direct communication with potential customers.

2. 1950s-1960s: Cold calling became more widespread as businesses realized the potential of telemarketing as a way to reach a large audience.

3. 1980s-1990s: The rise of automated dialing systems and predictive dialers made cold calling more efficient and cost-effective.

4. 2000s: The rise of the internet and the increasing availability of consumer data led to more targeted and personalized cold calling campaigns.

5. 2010s: The growing use of call-blocking and call-screening technologies, as well as increasing regulation of telemarketing, made cold calling less effective as a marketing technique.

Today, cold calling remains a part of the marketing mix for some businesses, but it has become less popular as other marketing techniques, such as inbound marketing and account-based marketing, have emerged and gained popularity

# FORMULATION OF COLD CALLING MARKETING-

The evolution of cold calling as a marketing technique has been shaped by advancements in technology and changes in consumer behavior. Here are some key developments:

1. Automated dialing: With the advent of automated dialing systems, cold calling became more efficient and cost-effective.

2. Use of personalization: As consumers became more savvy, cold callers began to personalize their messages in order to better connect with potential customers.

3. Shift to digital channels: With the rise of the internet and social media, cold calling has become less effective and many marketers have shifted to using email, social media, and other digital channels to reach potential customers.

4. Increase in telemarketing regulations: Governments around the world have introduced regulations to curb unwanted telemarketing calls, which has impacted the effectiveness of cold calling.

5. Emergence of new marketing techniques: New marketing techniques, such as inbound marketing and account-based marketing, have emerged and gained popularity, making cold calling less popular as a marketing technique.

Overall, cold calling has evolved from a mainstay of telemarketing to a less-used technique in the modern marketing landscape, as technology and consumer behavior continue to evolve.

# HOW COLD CALLING MARKETING WORKS?

Cold calling is a sales technique that involves making unsolicited telephone calls to potential customers in order to generate new business. The goal of cold calling is to create interest in the product or service being offered, and to schedule a follow-up meeting or call with the potential customer to further discuss the offering.

Here's how cold calling typically works:

1. Target audience: A list of potential customers is created, typically based on demographic information such as location, industry, or job title.

2. Script development: A script is developed that outlines the key message the salesperson will convey during the call, and the key questions they will ask in order to gauge the potential customer's interest.

3. Making the call: The salesperson makes the cold call, introducing themselves and the company, and using the script to convey the key message and ask the key questions.

4. Building report: If the potential customer expresses interest, the salesperson will work to build report and establish credibility, answering any questions and addressing any objections the customer have.

5. Scheduling a follow-up: If the potential customer is still interested, the salesperson will schedule a follow-up call or meeting to further discuss the offering. Cold calling can be a challenging and time-consuming process, but it can also be an effective way to reach potential customers who are not currently engaged with the company through other marketing channels

# CRITICISM OF COLD CALLING MARKETING-

Cold calling has faced criticism and challenges as a marketing technique over the years. Here are some of the most common:

1. Low conversion rates: One of the biggest criticisms of cold calling is its low conversion rate, as most people who receive unsolicited sales calls are not interested in making a purchase.

2. Time-consuming: Cold calling can be time-consuming, as it requires reaching out to large numbers of potential customers in order to secure a small number of appointments or sales.

3. Intrusive and annoying: Many consumers find cold calls intrusive and annoying, especially if they are made at inconvenient times or if the caller is not respectful of their time.

4. Regulation: Governments around the world have introduced regulations to curb unwanted telemarketing calls, which has impacted the effectiveness of cold calling as a marketing technique.

5. Competition: The rise of digital channels and other marketing techniques has made cold calling less effective and less popular, as consumers are exposed to a greater number of marketing messages and have more control over the content they receive.

Despite these challenges, cold calling remains a part of the marketing mix for some businesses, particularly those selling high-value products or services. However, it is often used in combination with other marketing techniques, such as email marketing and digital advertising, in order to maximize its effectiveness

# **RULES AND REGULATIONS OF COLD CALLING MARKETING** –

Cold calling is subject to various rules and regulations aimed at protecting consumers from unwanted telemarketing calls. Here are some of the key regulations:

1. The National Do Not Call Registry (U.S.): The U.S. Federal Trade Commission (FTC) operates the National Do Not Call Registry, which allows consumers to opt out of receiving telemarketing calls.

2. Telemarketing Sales Rule (U.S.): The U.S. FTC also enforces the Telemarketing Sales Rule, which sets standards for telemarketing practices and requires telemarketers to honor the National Do Not Call Registry.

3. General Data Protection Regulation (EU): The European Union's General Data Protection Regulation (GDPR) requires telemarketers to obtain explicit consent from consumers before making cold calls, and to provide consumers with the option to opt out of future calls.

4. Privacy and Electronic Communications Regulations (UK): In the United Kingdom, the Privacy and Electronic Communications Regulations set standards for telemarketing practices and require telemarketers to respect consumers' rights to privacy.

5. Similar regulations exist in many other countries, including Canada, Australia, and New Zealand.

These regulations serve to protect consumers from unwanted telemarketing calls, and also serve to protect telemarketers by providing guidelines for ethical and legal

telemarketing practices. Failure to comply with these regulations can result in fines and other penalties.

## **COLD CALLING V/S WARM CALLING** –

Cold calling and warm calling are two different sales techniques that are used to reach potential customers. The main difference between the two is the level of prior relationship or engagement between the salesperson and the potential customer.

Cold calling refers to the practice of making unsolicited telephone calls to potential customers who have not expressed any prior interest in the product or service being offered. In a cold call scenario, the salesperson is essentially starting from scratch and must work to build rapport and credibility with the potential customer in order to secure a sale.

Warm calling, on the other hand, refers to making telephone calls to potential customers who have already expressed some level of interest in the product or service being offered. This could be through previous interactions with the company, through previous engagement with marketing materials, or through a referral from a current customer. In a warm call scenario, the salesperson already has a starting point for the conversation and is more likely to have a positive outcome.

Both cold calling and warm calling have their advantages and disadvantages, and the choice between the two will depend on the company's goals, the target audience, and the salesperson's comfort level. In general, warm calling is considered more

effective than cold calling, as it is easier to build rapport with a potential customer who has already expressed interest.



## **KEY ESSENTIALS OF COLD CALLING MARLETING-**

Cold calling can be an effective marketing strategy if done correctly. Here are some key essentials to keep in mind while cold calling:

1. Research our prospect: Before we pick up the phone, take some time to research our prospect. Look for information about their company, their role, and any challenges or pain points they will be experiencing. This will help we personalize our pitch and make a stronger connection with them.

2. Prepare our script: While we don't want to read from a script word-for-word, it's important to have a general outline of what we want to say. Our script should include an attention-grabbing opening, a brief introduction of ourself and our company, a statement of the problem we could solve, and a call-to-action.

3. Practice active listening: When we're on the phone with a prospect, it's important to actively listen to what they're saying. Take notes and ask clarifying questions to make sure we fully understand their needs and concerns.

4. Build rapport: Building rapport with our prospect can help establish trust and make them more receptive to our message. Use a friendly tone, ask about their day or their business, and find common ground.

5. Keep it concise: Our prospect is likely busy and will not have a lot of time to talk. Keep our message concise and to the point, focusing on the key benefits and value we could provide.

6. Follow up: Not every cold call will result in a sale or appointment, but that doesn't mean the prospect isn't interested. Make a note to follow up with them at a later date, either through email or a future phone call

By following these tips, we could increase our success rate when making cold calls and generate new business for our company.

# GLOBAL VIEW ON COLD CALLING-

The global view on cold calling is mixed. Some people view cold calling as an effective way to reach potential customers and generate new business, while others view it as an annoyance and an intrusion into their personal time.

In some countries, cold calling is widely accepted and considered a common practice in the sales and marketing industry. In others, it is heavily regulated or even banned due to concerns about telemarketing fraud and consumer privacy.

In recent years, the rise of technology and digital communication has led to a decline in the popularity of cold calling, as more companies turn to alternative methods of reaching potential customers such as email marketing, social media, and search engine marketing.

Regardless of the global view on cold calling, it is important for companies to approach it with respect for the potential customer's time and privacy, and to comply with any relevant laws and regulations in the countries where they operate. When executed effectively, cold calling can still be an effective way to reach potential customers and generate new business

## DOMESTIC VIEW ON COLD CALLING-

In India, the view on cold calling is largely negative, with many people viewing it as a nuisance and an intrusion into their personal time. Cold calling has been a source of consumer complaints in India for many years, with many people reporting unsolicited and intrusive calls from telemarketers and sales representatives.

To address these concerns, the Indian government has introduced several regulations to restrict cold calling, including the National Do Not Call Registry, which allows consumers to register their phone numbers and opt out of receiving telemarketing calls.

In India, cold calling as a marketing technique is viewed with mixed opinions. While some people appreciate the convenience of direct contact with potential customers, others find it intrusive and annoying. The practice of cold calling has also been associated with unethical sales tactics and scams, leading to negative perceptions among the general public.

To address these concerns, the Indian government has implemented laws and regulations to protect consumer rights and prevent fraudulent activities in cold calling. The Telecommunication Regulation Authority of India (TRAI) has also issued guidelines to regulate unsolicited commercial communications, including telemarketing calls.

In general, the Indian view on cold calling marketing is that it can be effective if done in a respectful and ethical manner. Businesses must ensure they comply with the relevant regulations and follow ethical sales practices to avoid negative perceptions and consequences.

## IS COLD CALLING MARKETING STILL EFFECTIVE-

Cold calling as a marketing technique can still be effective in some cases, but its overall effectiveness has declined in recent years. With the rise of digital marketing and the increasing use of caller ID and call blocking technology, it has become more difficult for cold callers to reach potential customers.

Additionally, many consumers today are more likely to research products and services online before making a purchase, and will not be receptive to unsolicited sales calls. Cold calling also has a reputation for being pushy and annoying, which can negatively impact the perceived value of the product or service being sold.

That being said, cold calling can still be effective for certain industries and businesses, especially those with specialized products or services that are not widely available. It can also be an effective way for businesses to reach out to decision makers and high-level executives who will not be as accessible through other marketing channels.

In conclusion, while cold calling is not as effective as it once was, it can still be a valuable tool for certain businesses if done in a professional and ethical manner. It is important for businesses to assess their target audience and choose the most appropriate marketing channels for their specific needs.

# KEY PERFORMANCE INDICATORS IN DIGITAL MARKETING-

Key performance indicators are the techniques that any organizations use to measure long term performance as compared with the competitors includes activities like knows as the operational activities, strategies, financial data and corporate strategies.

1. Conversion rate: the number of successful sales divided by the number of total calls.

2. Contact rate: the number of contacts made divided by the number of dials.

3. Average call duration: the average amount of time spent on a call.

4. Lead response time: the amount of time taken to respond to a new lead.

5. Appointment rate: the number of appointments scheduled divided by the number of total calls.

6. Close rate: the number of sales closed divided by the number of appointments.

7. Cost per call: the cost of making each call, including the cost of equipment and labor.

8. Return on investment (ROI): the return generated on the investment made in the cold calling campaign.

9. Customer satisfaction: the level of satisfaction expressed by customers after a call.

These KPIs help measure the effectiveness of a cold calling campaign and can be used to identify areas for improvement

# **THINGS TO BE AVOIDED IN COLD CALLING MARKETING-**

Cold calling can be a powerful marketing technique when done correctly, but there are certain things we should avoid to increase our chances of success. Here are some things to avoid in cold calling marketing:

1. Don't sound scripted: Customers can easily tell when a salesperson is reading from a script, which can make the conversation feel inauthentic and turn them off from the product or service we're trying to sell. It's important to have a script or outline to guide the conversation, but make sure we sound natural and spontaneous.

2. Don't make the conversation all about we: Customers want to know what's in it for them, so make sure we focus on the benefits of our product or service for the customer rather than just talking about our company or product features.

3. Don't be pushy: Being overly aggressive or pushy can turn customers off and make them feel like we're just trying to make a sale rather than helping them find a solution to their problem.

4. Don't assume the customer is interested: It's important to ask open-ended questions and listen to the customer's response to gauge their level of interest. Assuming the customer is interested without asking can come across as presumptuous and pushy.

5. Don't ignore objections: If the customer raises objections or concerns, it's important to address them and try to find a solution that meets their needs.

Ignoring objections or brushing them aside can make the customer feel like we're not really listening to them.

6. Don't call at inappropriate times: Calling customers at inconvenient times, such as early in the morning or late at night, can be seen as intrusive and disrespectful. Make sure we research the best times to call and respect the customer's schedule.

Remember, the key to successful cold calling is building trust with our potential customers. By avoiding these common mistakes, we could increase our chances of success and build strong, long-term relationships with our customers.

## CONCLUSION-

As after working as a digital marketing intern there are some of the conclusions which I have driven from my past months of internship-

1. Cold calling can be an effective way to generate leads and sales, but it requires a lot of effort and persistence to be successful.

2. The success of a cold calling campaign depends on several factors, such as the quality of the list, the script, the sales skills of the caller, and the follow-up process.

3. It's essential to track and analyze the results of the cold calling campaign to measure its effectiveness and make adjustments if necessary.

4. The project could identify the best practices for cold calling, such as having a well-defined target market, using an effective script, having a trained and motivated sales team, and following up consistently with leads.

5. The project could conclude that the success of a cold calling campaign depends on the quality of the list, the script, the sales skills of the caller, and the follow-up process. Therefore, the project could recommend investing in developing these elements.

6.The project could conclude that cold calling is not suitable for every business or industry. Therefore, the project could recommend exploring other marketing channels and strategies that will be more appropriate.

7.The project could provide recommendations on how to improve the cold calling process, such as investing in training and coaching for the sales team, using better targeting methods to identify potential customers, and improving the script and follow-up process.

8. Finally, the project could recommend measuring and analyzing the results of the cold calling campaign to measure its effectiveness and make adjustments if necessary. By doing so, the project can help the business optimize their cold calling efforts and improve their ROI.

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