



There are two mistakes one can make  
along the road...not going all the way,  
and not starting.

*~Hindu Prince Gautama Siddharta*



## LEARNING OUTCOME

### After participating...

...you will be able to use improved cold calling strategies to increase your appointment success rate.

## OVERVIEW

- Some realities
- Making the call: What you need
- Securing the visit
- Managing gatekeepers
- Overcoming objections
- The visit itself
- After the visit
- Role-plays

#aitraining

## REALITIES: GOOD AND BAD

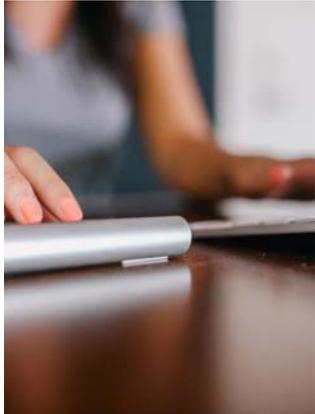


### ■ NOT FOR THE FAINT OF HEART

- Cold Calling is not easy, especially without the right frame of mind.
- Most calls today go unanswered, many answered calls result in either a quick hang up or an eventual "I don't have time to speak", "I'm not interested", "I don't have time to meet".
- A 20% success rate in terms of meeting your objective is above par
- On average, ELEVEN outreaches needed to secure a response



## STUFF



- We all have “stuff” that goes on in our lives.
- We don't know what kind of place or mood a prospect/donor will be in when we call.
- Don't give up, try again and don't take it personally.

## THE BETTER NEWS

- When you have a good call it can result in a wonderful new relationship for the institution.
- Some of the largest donations made to our institutions come from someone picking up the phone and making a call.
- If you don't secure a meeting but have disqualified that person as prospect/donor then you've still been successful!

#aitraining

## MAKING THE CALL: WHAT YOU NEED



### BEFORE YOU MAKE THE CALL

- Background info on prospects
- Your own internal sources most important:
  - Degree(s) and date(s)
  - Interests (business, personal, academic, community)
  - Family (close and extended)
  - Giving history with your institution and/or others
  - Past involvements and/or visits
  - Possible connections (networking)



## EXTERNAL INFORMATION SOURCES

### PUBLIC SOURCES

- Google
- Basic demographic data
- Zillow
- Guidestar
- LinkedIn
- Facebook

### PRIVATE FEE-BASED SOURCES

- LexisNexis
- Hoover's
- Foundation Center
- Guidestar premium
- Electronic wealth and donor screening

## BUT DO NOT OVER- ANALYZE

- Research is the science, the meeting is the art
- You will always get better information in a conversation than from a computer

## BEING PREPARED



- Create a template for talking points
- Write out your prospect research notes
- Outline your points with options for different responses
- What is the key thing you want to accomplish in this call?
- Follow a script that will allow flow and ease.

## HAVE A PLAN



- What are your objectives for the call:
  - To qualify as a prospect (particularly if the prospect/donor does not live locally)
    - To determine if the donor has an interest in the organization.
    - To determine if the donor has capacity to make a significant gift.
    - To find out exactly what the donor is interested in.
    - To find out why the donor is interested in the organization.
  - To schedule a meeting
  - To ask for a gift

## ■ DEMONSTRATING INSTITUTIONAL KNOWLEDGE

- Many of our prospects know our institutions better than we do
- Know the facts that attracts prospects to your organization
- Be prepared with new information, strategic plan themes, forward thinking statements
- Respect your history and past, and build it in to your passion



## RESOURCE

# Call Report Template

 **QUESTIONS**

ACADEMIC IMPRESSIONS  17

*#aitraining*

**SECURING THE VISIT**

 18

## SCRIPT THE CALL

- Value proposition - why should the prospect/donor care about why you are calling
  - If the donor or prospect has no affiliation or very little with the University then look for a connection that may be interesting to them
  - If the donor or prospect has given then speak with them about the impact of their philanthropy on the particular program they've given to.

## TALKING POINTS

- Find a primary subject
  - New staff in the area
  - Big event on campus
  - Planning for leadership visit to area
  - Have a hook!
- Ask their advice
- Thank for past support
- Bring them something from the campus/experience
- What is your 'wow'?

## WAYS TO GET IN THE DOOR

- Telephone call (cold)
- Letter of introduction from yourself
- E-mail message from yourself
- Volunteer/staff introductions in advance
  - By letter
  - By phone
  - In person
  - Email
- Social media
- Combination of above



## WHEN TO OPEN THE DOOR?



- How far in advance do you call?
  - Determined by priority of visit or level of gift
  - Ideally, three to four weeks
  - Use combination of approaches:
    - Letter/phone call
    - Phone call/email
    - Email/phone call



## MORE THOUGHTS ON DOOR OPENING

- Honoring prospect time constraints
- Agreeing on the visit location
- Timing, eating and drinking?
  - Could determine if you get the first appointment
  - 30 minutes a long time! And 2 hours short!
  - First meetings/social settings
  - Serious discussion not appropriate



## WHO ARE YOU WHEN YOU CALL?

- Do you use your title? Alternate one?
  - Senior major gifts officer?
  - Advancement officer?
- Where do you work and what do you do there? What do you say?



■ WHO ARE THEY  
WHEN YOU  
CALL?

- Generational Differences
- Respect Titles That Have Been Earned

■ WHAT IS YOUR  
PURPOSE IN  
THIS VISIT?

- What is your “elevator speech”?
  - Help alumni, friends to stay connected
  - Gather info about their ideas about the institution
  - Represent the institution in this area
  - Generate support for the institution
  - Storytelling/storylistening....where does it fit?

## ■ PRACTICING THE CALL

- Look in the mirror...and SMILE!
- “I am Jane Doe and am coming to Los Angeles; would Tuesday, October 17 be convenient for you?”
- Listen to yourself: Do you have a nervous laugh? Do you use “um,” “like” and other filler words?
- Listen to yourself on an answering system
- Think about the pattern and pace of your speech - what do you emphasize and what do you not?
- What is your tone?



## ■ GETTING READY

- Block time for calls (and don't give that time away!!)
- Stand up and smile
- Make calls when you feel confident
- Set up an internal motivation/incentive system
- There is always a reason not to call, don't let it get you!
- Do it with others
- Share successes and challenges with colleagues
- Start with “least to lose/confidence building” groups



### ■ MAKING THE CALL, BUT FOILED BY THE MACHINE!

- Answering machines
  - Leave a message? Or not?
  - Leave a number or email address?  
number?
  - Keep trying
- No answering machines
- Caller ID/screening system
- Consider a note and try again!
- How can connections assist you?



### ■ MORE ON BEING FOILED BY THE MACHINE

- Use it to establish contact, not to set an appointment
- Do leave a message, if:
  - You have connected before and gotten positive feedback
  - You have a prepared message with enough impact to get a response



**VOICEMAIL**

“Hi (prospect name) my name is (your name) and I am calling from the (your unit) at XXX for two reasons. One is to introduce myself, as a new member of (your unit). I have been reaching out to (community leaders, supporters, etc.) to discuss (your unit)...



**VOICEMAIL**

...The second, and more important reason, is to thank you for your support. Without you (your unit) would not be able to... I would love to speak with you and can be reached at 111.111.111 (repeat name and number again).”



## THE NEW GREAT DEBATE

- Cell Phones?
- Text?
- Social Media?
- Know Your Institution Trends, Population
- Code in Data Base

## QUESTIONS

## ■ THE CONVERSATION ITSELF

- Have friendly introduction/opener
- Build rapport as soon as possible
  - It's January and they are in Dallas - you are in San Diego
  - Describe campus scene or recent event
- Info you can use to generate interest in seeing you
- Upcoming reunion plans for their class



## ■ THE CONVERSATION ITSELF

- New leadership
- Changes in their major, activities on campus, faculty referral
- Advice sought for planning for local event
- Opportunities for engagement/stewardship



■ WHEN  
THERE'S AN  
ANSWER

- Make it painless:
  - “I hope you might be able to spend 20 minutes with me while I am in town”
- Make it easy:
  - “May I bring you lunch? Bring the coffee?”
  - “I have something the Dean wanted to give you”
- Humor/networking:
  - “Mary said I could not leave town without seeing you”



■ WHEN  
THERE'S AN  
ANSWER

- Convenience:
  - “I will be in your neighborhood that Friday morning”
- Next trip:
  - “If not this trip, I will be back the week of May 15. How about then?”



#aitraining

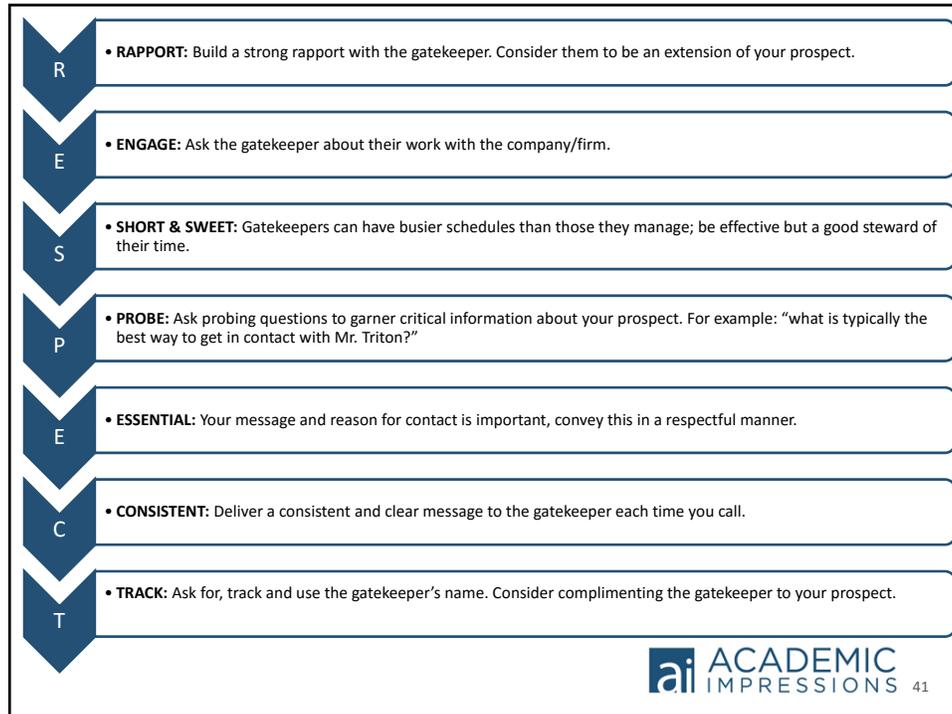
## MANAGING GATEKEEPERS



### ■ GATEKEEPERS

- Make him/her your new best friend
- Build rapport, as quickly as possible
- Ask for help in scheduling
- Use your assistant to talk with other assistant
- Attempt to discover key information (prospect's preferred method of contact, hours, etc.)
- Always introduce yourself, thank, and deliver something





## ■ SPOUSE/PARTNER GATEKEEPER

- Build rapport
- Invite them to join meeting/conversation
- Understand/acknowledge role (sometimes protection is appropriate)
- Network your way to a meeting
- Nothing works - send letter to prospect directly - include information?

**ai** ACADEMIC IMPRESSIONS 42

## MANAGING EXCUSES

- Examples:
  - “We will be out of town”
  - “We’ll have relatives visiting then”
  - “I am chairing a committee that day”
  - “I have meetings scheduled all day”
- Use the above as fact finding to chat and learn more
- Set up next phone call and gain agreement to meet

## IS THIS ABOUT MONEY?



- “It is our hope that over time, you may wish to provide financial support for this project. However, right now, I would just like to tell you more about it and see if you have any observations or suggestions that could help us as we plan and develop the initiative.”
- Courting analogy

■ OVERCOMING  
OBJECTIONS

Objection: "I don't have time to meet."

Response: "I understand that you are very busy and I want to be a good steward of your time. I do think that you will appreciate learning about our work in (your unit). I would be happy to come by your office and drop off more information if you're able to meet with me for 10 or 15 minutes."



■ OVERCOMING  
OBJECTIONS

Objection: "Nothing that XXX is interesting to me."

Response: "What are you passionate about/interested in?"



**YOU ARE  
SUCCESSFUL!**

- Get off the phone quickly (do not have the meeting then)
- Immediately send follow-up note, written or email or both, to confirm
- Include specific details of the arranged meeting
- Include your contact info, especially your cell phone, if you are traveling
- Call day before to confirm and verify directions

 **QUESTIONS**

## REGIONAL OPPORTUNITIES/ FOCUS

- Treat your home turf the same as away!
- Recognizing the number of alumni in your area
- More and more students coming from your area
- Dean's commitment to the local community
- New initiatives



## MAKING TRIP/VISIT ARRANGEMENTS

- Set aside several days each month for trips/visits/themes
- Cluster appointments by city, general area to save time and money
- Have backup arrangements for when things fall through



#aitraining

## THE VISIT ITSELF



### ■ BEFORE YOU GO TO THE MEETING

- Know what you represent/who you want to talk about
  - Institutional basic facts and figures
  - Specific project knowledge
  - The prospect's information:
    - How to pronounce their name
    - How to address them
    - How to get to the meeting
    - How to introduce yourself
    - Last minute contact info (just in case)



## ■ 30 MINUTES IS A LONG TIME



- Pay attention
  - To all of the clues in the room
    - Family photos, awards, volunteer activities, special trinkets, paintings, books
    - Remember major gifts fundraising is a jigsaw puzzle (you are gathering the pieces)
  - To the hints the donor is giving you in the questions asked



## ■ THE FIRST FIVE MINUTES

- The opening greeting
  - Thank for taking time to meet
  - Thank for previous gifts, volunteer service
  - Use networked referrals
  - Update on the institution
  - Overviews to include enrollment, athletics (if appropriate), new facilities, new leadership, changes on campus



## ■ THE NEXT TEN MINUTES

- The most important time
  - Allow time for one great question or two good ones
  - Ask questions that:
    - Make your prospect think
    - Help your prospects know that you understand them, their interests and their businesses
    - Reveal more information about the person
    - Encourage them to tell their/your story



## ■ THE LAST FIVE MINUTES

- Time to say goodbye
  - The close
    - Remind them you asked for 30 minutes
    - Thank them for their time
    - Repeat something they said or asked for, showing them you heard them (Recommit!)
    - Make an open-ended appointment for the next visit



## THE LAST FIVE MINUTES

- Time to say goodbye
  - Leave behinds
    - Update from the President or Dean
    - Impact reports, newsletters, press releases
  - Make sure you leave with a follow-up/next step!

*#aitraining*

## AFTER THE VISIT

## AFTER THE MEETING

- With the person visited
  - Thank you note, either handwritten or email or letter
  - Responses to any questions raised
- In your office
  - Add thorough notes to the file
  - Contact reports, as appropriate in database system
  - Decision about next steps

## OUTCOMES AND NEXT STEPS



- The cycle is starting over again
  - Is the person a major gift prospect? An annual fund prospect?
  - What about further cultivation?
  - Who to be involved? Inside the institution and externally?
  - When do you decide to drop this person as a major gift prospect?

## ■ WHY ROLEPLAYING IS IMPORTANT

- Builds confidence
- Allows you to see different perspectives prior to the visit
- Creates do's and don'ts
- Expands your style and skill set
- Additional ways to look at your institution



## ■ LAST THOUGHTS

- Consider taking your lowest rated prospects first
- Get comfortable when there is the least to lose
- Everything else will be much easier after some tough ones





## RESOURCE

2 scenarios you can roleplay



## RESOURCE

Samples of written plans for  
call preparation



## TAKEAWAYS

- There is no “right way” to cold call (what works best for you is right...learn your style, follow your gut)
- Plan ahead to find the “hook” to generate interest
- Just do it and pick up the phone, after doing your homework
- See this as opportunity to gain information, get appointment the next time, qualify prospects
- What else do you need to know?



## QUESTIONS



## EVALUATION

### Thank you!

Please remember to complete the event evaluation.  
Your comments will help us continually improve the  
quality of our programs.

© Copyright 2017 Academic Impressions

Follow us:



67