



7-Day Cold Calling Strategy Practical Guide

This template guides Golden Tiger Realtors' Property Practitioners (PPs) through the mandatory 7-day cold calling cycle to contact 300 potential clients, manage the database, and track outcomes, as outlined in the GTR cold calling strategy.

1. Planning Phase

Objective: Prepare for the weekly cold calling cycle using the GTR database and Glocom Phone App.

- **Accessing the Database:**
 - Log into the GTR back office using your username and password.
 - Navigate to **Resources > Data Base** folder.
 - Confirm access to the list of 300 names and contact numbers loaded by the administrator every Monday.
- **Goals:**
 - Complete 300 calls within 7 days (e.g., ~43 calls/day if spread evenly).
 - Categorize outcomes in the database's outcome column (e.g., Interested, Not Interested, Appointment Set, No Answer).
 - Secure [Specify, e.g., 5] appointments per week.
 - Achieve [Specify, e.g., 10%] lead engagement rate (e.g., interested leads or appointments).
- **Resources Needed:**
 - Smartphone with the **Glocom Phone App** installed (download from GTR-provided link).
 - Sufficient data plan to support calls via the Glocom App.
 - Headset for clear communication.
 - Notebook or digital tool (e.g., Google Keep) for additional notes.
- **Schedule:**
 - Allocate calling time daily (e.g., 9–11 AM, 2–4 PM).
 - Reserve time for follow-ups (e.g., 30 minutes daily).
 - Prepare for the Wednesday feedback meeting to discuss progress.



2. Execution Phase

Objective: Contact 300 potential clients using the Glocom App and update the database.

- **Day 1 (Monday): Setup and Initial Calls**
 - **Activities:**
 - Verify that 300 new contacts are loaded in your Data Base folder.
 - Test the Glocom App to ensure it's functioning (make a test call if needed).
 - Start calls using a script: "Hi [Name], I'm [Your Name] with Golden Tiger Realtors. I'm reaching out to discuss how we can help you with your property needs. Are you considering selling or exploring the market?"
 - Aim for [e.g., 50] calls.
 - **Database Updates:**
 - Record outcomes in the outcome column (e.g., "Interested," "No Answer").
 - Note follow-up actions (e.g., call back Thursday).
 - **Target:**
 - Complete [e.g., 50] calls.
 - Identify [e.g., 5] potential leads.
- **Days 2–3 (Tuesday–Wednesday): Build Momentum**
 - **Activities:**
 - Continue calling, aiming for [e.g., 50] calls per day.
 - Follow up with Day 1 leads who showed interest or requested callbacks.
 - Attend the Wednesday feedback meeting to discuss progress and receive guidance.
 - **Database Updates:**
 - Update outcomes for each call.



- Flag leads with potential (e.g., “Appointment Pending”).
- **Target:**
 - Complete [e.g., 100] additional calls (total 150 by Wednesday).
 - Secure [e.g., 2] appointments.
- **Days 4–5 (Thursday–Friday): Refine and Follow Up**
 - **Activities:**
 - Adjust script based on feedback from the Wednesday meeting (e.g., emphasize free market analysis).
 - Call remaining contacts, aiming for [e.g., 50] calls per day.
 - Prioritize follow-ups with engaged leads to confirm appointments.
 - **Database Updates:**
 - Continue updating the outcome column.
 - Note appointment details (e.g., date, time, client needs).
 - **Target:**
 - Complete [e.g., 100] additional calls (total 250).
 - Secure [e.g., 2] more appointments.
- **Days 6–7 (Saturday–Sunday): Final Push**
 - **Activities:**
 - Finish remaining [e.g., 50] calls to reach 300.
 - Follow up with all interested leads to maximize appointments.
 - Prepare a summary of outcomes for the next Wednesday feedback meeting.
 - **Database Updates:**
 - Finalize all 300 call outcomes in the database.
 - Highlight successful conversions (e.g., appointments set).
 - **Target:**
 - Complete all 300 calls.



- Secure [e.g., 1] additional appointment (total 5).

3. Tracking Phase

Objective: Record and monitor call outcomes in the GTR database.

- **Daily Data Entry:**
 - Update the outcome column for each contact after every call.
 - Example outcomes: “Interested,” “Not Interested,” “Appointment Set,” “No Answer,” “Wrong Number.”
- **Sample Database Entry:**

Name	Contact Number	Outcome	Notes
Sarah Lee	555-123-4567	Appointment Set	Meeting on 2025-06-12
John Brown	555-987-6543	No Answer	Call back on 2025-06-11
Emma Smith	555-456-7890	Not Interested	Not planning to sell

- **Weekly Metrics:**
 - Total calls completed: [Track daily, aim for 300].
 - Appointments set: [Sum by Sunday].
 - Engagement rate: $(\text{Interested leads} + \text{Appointments} \div \text{Total Calls}) \times 100$.
- **Tools:**
 - GTR Data Base (accessed via back office).
 - Glocom Phone App for calls.
 - Spreadsheet (optional) for personal tracking.

4. Analysis and Feedback Phase

Objective: Evaluate performance and prepare for the Wednesday feedback meeting.

- **End-of-Week Review:**
 - Total calls completed: [e.g., 300].
 - Appointments set: [e.g., 5].
 - Engagement rate: [e.g., 10%].



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- Common outcomes: [e.g., 50% No Answer, 30% Not Interested, 15% Interested, 5% Appointments].
- **Key Questions for Feedback Meeting:**
 - Did you complete all 300 calls? If not, what challenges arose?
 - Which script elements worked best to engage leads?
 - Were there technical issues with the Glocom App or database access?
 - How can you improve conversions for the next cycle?
- **Refinements:**
 - Adjust call times based on response rates (e.g., evenings vs. mornings).
 - Refine script to address common objections (e.g., “I’m not ready to sell”).
 - Request additional training on objection handling if needed.
- **Next Steps:**
 - Prepare for the next 300 contacts loaded on Monday.
 - Implement feedback from the Wednesday meeting.
 - Set new goals (e.g., increase appointments to 7 per week).

5. Additional Notes

- **Technical Support:**
 - Contact the GTR administrator if you encounter issues with back office login, database access, or the Glocom App.
 - Ensure your smartphone has sufficient data for the Glocom App.
- **Time Management:**
 - Break calls into manageable blocks (e.g., 10 calls per hour).
 - Schedule breaks to avoid burnout.
- **Team Collaboration:**
 - Share successful script variations during the Wednesday meeting.
 - Pair with a colleague for mock calls to practice delivery.
- **Motivation:**



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- Celebrate milestones (e.g., first appointment set).
- Review GTR's slogan for inspiration: "You say Sell! We say Sold!!"

6. Contact Information

- PP Name: [Your Name]
- Phone: [Your Phone Number]
- Email: [Your Email]
- GTR Administrator Contact: [Admin Name, Phone, Email]
- Website: [Golden Tiger Realtors Website]

