



Company Succeeds with Switch from Cold Calls to *Warm Calls*

Within a few months, ServiceSkills receives positive buzz & referrals

Who Is ServiceSkills?

Communication between employees and clients is ServiceSkills' primary focus. Founded 30 years ago, Service Skills has a niche in customer service and includes Telephone Doctor instructional videos available to clients online.

"We focus on customer service, employee relationships, and management supervisor training," says David Friedman, Vice President and General Manager of ServiceSkills.com and Telephone Doctor Customer Service Training.

The company's client base includes 30,000 organizations, ranging from smaller organizations who use their training videos to multinationals who have six-figure contracts.

"We've worked with probably 80% of Fortune 500 companies," Friedman says. "Our content is very realistic and highly effective – team members can relate to it."

What Attracted ServiceSkills to the Prospecto® Solution?

After three decades of relying on cold calling, ServiceSkills decided to find a more efficient strategy for finding new customers.

"The first 28 years of cold calling worked very well for us, but we've noticed that cold calling doesn't scale, and it's very inefficient," Friedman says. "You get exhausted making 100 calls and only talk with 2 or 3 prospects if you're lucky. Plus, it's interruption-based marketing, which is a dying method in the Internet age."

When they discovered Rally Prospecting's Prospecto® service, its reliance on email drip messages was very appealing, he notes.

"One of the biggest things that attracted us was their authoring of our drip messages: they're very subtle and succinct," Friedman says. "We like the nurturing approach because, realistically, when a prospect comes into our vision, they could be ready to buy next week or next year."

Friedman calls the Rally Prospecting approach "warm calling."

"With warm calling, you're starting off with evidence that someone is interested in your offering or subject matter," he adds.

How Has Prospecto® Impacted ServiceSkills' Business?

Rally drives prospects to use in four distinct ways, Friedman says. They are:

1. "People click on our website from the drip and self-select, 'I'm interested in an ebook' or 'I want to talk to you,'" he says.
2. Potential clients respond to the email and ask to speak with someone.
3. Some email recipients will reply that they are not the right person, but will make referral, which increases the odds of a successful connection.
4. Prospecto® collects data that shows which prospects are interested, but haven't made contact yet. "Those are the people we want to reach out to," Friedman notes.

"We've worked with Rally for several months and, already, we can see positive buzz and some referrals," Friedman says.