



SEARCH THE BLOG

ABOUT

CONTACT ME

Ardath Albee
B2B Marketing Strategist
[Marketing Interactions](#)
phone: 612.865.7707

Email Me

View my profile on **LinkedIn**

[See how we're connected](#)

TOP BLOG!

Featured In Alltop
All the top stories

Top Blogs
Content Marketing Blogs
5

SUBSCRIBE

XML

MY YAHOO!

newsGATOR

Google

Your email address:

Powered by [FeedBlitz](#)

[Subscribe to this blog's feed](#)

PARTNERS

Connect Sales & Marketing



[« Is Sales Irrelevant? | Main | Keeping up with information »](#)

May 19, 2008

Warm Calls are not a Myth



Back in December, I wrote a post about [Sam Richter's](#) book [Take the Cold Out of Cold Calling](#). Well, it's gone to another printing and Sam has expanded the content by at least 20%.

He's added more resources, a CD and a terrific online Warm Call Resource Center, complete with a downloadable tool bar so you're never more than a click away from what you need. He also discusses how LinkedIn can help you grow relationships - a subject that's gotten quite a bit of attention, lately.

Now, in case you've forgotten what's in the book, go read my [original post](#), because its got a lot of the foundational tools you need to get to personalization. But here's what I really like about how Sam expanded the book.

He discovered that people not only need the research tools to access detailed, relevant information about their buyers, but that they also needed to know how to use it appropriately "so you don't look like a spy."

That made me laugh, but it's very true. We need to take time to think intelligently about how we use what we know about people. If I walk up to you at a conference networking event and start spewing details about you that I've learned online, you'd probably beat a hasty retreat. And, with good reason!

Personalization is a challenge. Using information carefully is becoming a lost art form. For some reason we think, if we can find it, why shouldn't we use it? But it's equally important to think about why and how you're using what you learn.

Aside from Sam's book being a great resource for salespeople, it's also a treasure trove of tools for marketers who want to learn more about their market segments to write engaging content from a niche focus. The goal is to know your customers and use that information to create conversations. With Take the Cold Out of Cold Calling and the resources Sam provides, "warm" calls and connections don't need to be a strategy beyond your reach.

If you'd like to know more about that from a marketing story perspective, I'm doing a webinar workshop on Wednesday, May 21st for Business Experts Webinars, [Marketing Shifts to Accelerate Lead Momentum](#). I'll be talking about creating customer-focused marketing stories to use with content strategies and nurturing campaigns. I'd love to see you there.

In the meantime, go check out [Sam's book](#) and resources.

Posted by ArdathAlbee on May 19, 2008 at 07:45 AM in [Books](#) | [Permalink](#)

LEARNING EVENTS



[Marketing Shifts to Accelerate Lead Momentum](#)

Date: July 7, 2008

Time: 1:00 PM Eastern

[Amplify Buyer Attention](#)

Date: August 12, 2008

Time: 4:00 PM Eastern

RECENT POSTS

[Virtual Events - As good as being there?](#)

[CokeTags could be cool for B2B too!](#)

[Lead Generation: Quality or Quantity?](#)

[Plug Your Marketing Leaks](#)

[Who's Qualifying Who?](#)

[Demand Facilitation - The New Take on Lead Gen?](#)

[Sway - Street Musician or Concert Violinist?](#)

[The jargonization of "hyper"](#)

[Are your words the ones your customers use?](#)

[Measure Topic Density to Get Closer to Buyers](#)

CATEGORIES

[Attention](#)

[Books](#)

[Catch Factors](#)

[Collaboration](#)

[Content](#)

[Creating Conversations](#)

[Events](#)

[Interactive Marketing](#)

[Measurement](#)

[Nurturing](#)

[Online Communities](#)

[Personalization](#)

[Random](#)

[Relationship Building](#)

[Relevance](#)

[Sales Tools](#)