

Getting Through: Why Business Prospecting Calls Still Work

How Better Phone Skills
Can Help Your Team Book
More Meetings and Grow
Your Business



LOVETT SALES INC.

"SIMPLE. SALES. SUCCESS."

Why Business Prospecting Calls Still Work

Executive Summary

If your sales team is struggling to get appointments, the problem might not be effort—it's often **what's happening on the phone**. In a world full of emails and automation, business owners and decision-makers still answer calls—but only when those calls sound confident, clear, and worth their time.

Let's break down why **phone prospecting still works**, what's going wrong for most teams, and how targeted training can turn missed opportunities into booked meetings. Whether it's handling objections, getting past gatekeepers, or knowing what to say when someone finally picks up, your team can learn how to do it and do it well.

1. People Still Pick Up the Phone—If You Call the Right Way

You might hear people say, “No one answers the phone anymore.” But that's not true. **People still pick up when they think the call is worth their time**. The real problem isn't that the phone doesn't work. The problem is how most sales calls are made.

✅ 55% of high-growth companies – who experienced a minimum of 40% growth over the previous three years – stated that cold calling is very much alive -

<https://www.peaksalesrecruiting.com/17-statistics-improve-cold-calling-2015/>.

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Many salespeople sound nervous, rushed, or too pushy. That makes prospects hang up fast. But when someone calls with a calm, clear voice and a helpful message, it's different. It feels like a real person, not a script or a sales pitch. That's when people listen.

✅ **Stat to Know:** According to sales industry studies, **78% of decision-makers have taken a meeting with a salesperson who first reached out by phone.** That's a strong signal that phone calls still matter, if they're done well. <https://mailshake.com/blog/sales-cycle-stages/>

Let's say your team member calls a potential client and starts the conversation with, "Hi, I know you're busy, so I'll be quick. I help businesses like yours fill more appointments without cold emails. Could I ask you a quick question?" That simple, polite, and confident approach gets attention.

Once someone's listening, the next challenge is staying in control of the conversation, especially when they say things like, "I'm not interested," or "We're already working with someone." These are **common objections**, and they don't have to end the call. With the right training, your team can learn how to handle objections without sounding pushy or giving up too soon. They'll know how to ask smart follow-up questions, offer value, and keep the door open.

When your sales team knows what to say, and how to say it. They get more people to stay on the line. **Good phone skills help your team earn trust in just a few seconds.** That's all it takes to start a real conversation.

Why Business Prospecting Calls Still Work

A strong phone call can do what emails and ads can't - it creates a connection. And connection leads to meetings. Training gives your team the tools to sound confident, be themselves, and make a great first impression.

2. Emails and Texts Alone Don't Book Meetings

Sending emails and messages might feel easier than making a phone call—but they're also easier to ignore. Most inboxes are packed with sales emails, and many go straight to spam. People are busy, and if they don't know who you are, they usually delete your message without even reading it.

That's why **relying only on digital outreach isn't enough**. It might feel like you're reaching out, but if you're not getting responses or meetings, it's not working. **Phone calls cut through the noise**. They let your team show their energy, personality, and value—something emails just can't do.

✅ **Stat to Know:** Studies show that **calls are 10 times more likely to lead to a conversation than emails alone**. It's not that emails are bad; *it's that calls bring your outreach to life.* -

<https://grasshopper.com/resources/articles/talking-to-customers-phone-vs-email/>

For example, imagine a sales rep sends three emails to a prospect and hears nothing back. But then they make one call and catch the prospect live. In just 30 seconds, they're talking, asking questions, and setting up a meeting. That one call made all the difference.

Why Business Prospecting Calls Still Work


Another big advantage? **Phone calls help your team quickly figure out if someone is actually a good fit.** Instead of wasting days trading emails, they can ask a few key questions right away. If the lead isn't ready, they can move on. If they are, they can move fast.

Emails and texts can support your outreach, but **they work best when they're part of a larger strategy.** Your team still needs to pick up the phone and speak directly with decision-makers. That's how you build trust and move things forward.

3. Gatekeepers Aren't the Problem. They're the Key!

Receptionists, assistants, and front desk staff are often called "gatekeepers." Many salespeople see them as roadblocks, but that's a mistake. These people aren't trying to stop your team—they're trying to protect their boss's time. And that's a big job.

But here's the good news: **if your team knows how to treat gatekeepers with respect and confidence, they can actually become helpful.** Most gatekeepers can tell right away if a caller is nervous, unprepared, or reading a script. When that happens, the call usually ends quickly.

 **Stat to Know:** Research shows that **40% of sales reps say getting past gatekeepers is one of their biggest challenges.** But the reps who are trained to handle it? They consistently reach more decision-makers and set more appointments.

Why Business Prospecting Calls Still Work

Here's an example: A salesperson calls a company and the receptionist answers. Instead of launching into a sales pitch, the rep says, "Hi, my name is Jordan, and I was hoping you could point me in the right direction. I work with business owners who are trying to increase face-to-face appointments. Who would be the best person to speak with about that?" This approach feels polite, professional, and specific. The gatekeeper is more likely to pass the call along—or give helpful information.

With the right training, your team learns how to speak to gatekeepers the way they'd speak to any professional - clearly, kindly, and with purpose. That small shift in mindset turns "gatekeepers" into guides.

Instead of getting stuck at the front desk, your reps move forward. They don't waste time, and they don't burn bridges.

4. Bad Calls Hurt Your Brand

Every time your team makes a call, they're not just representing themselves - they're representing your company. If the call feels rushed, confusing, or unprofessional, it leaves a bad impression. And that impression sticks.

Even if someone never becomes a customer, **you want them to walk away thinking, "That was a sharp team. They were respectful and knew what they were doing."** A poor call, on the other hand, makes people less likely to take future calls, or refer you to others.

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✓ **Stat to Know:** A study by Salesforce found that **88% of people say the experience a company provides is just as important as the products or services it offers.** That means how your sales team sounds on the phone matters a lot.

<https://www.salesforce.com/news/stories/customer-engagement-research/>

Here's an example: Imagine a rep calls and starts reading from a script in a flat, robotic voice. The person on the other end feels like they're being "sold," not spoken to. But now imagine a rep who sounds upbeat, knows your company's value, and adapts to the conversation. That's someone you want to keep talking to.

Phone calls are part of your brand experience. They show what kind of company you are. Are you prepared or unprepared, helpful or pushy, professional or forgettable?

5. You Can Train Confidence – And Confidence Gets Meetings

Some people think you have to be born with "the gift of gab" to be good at prospecting. That's not true. **Confidence is a skill, and it can be trained.** The truth is, most salespeople aren't afraid of the phone itself—they're afraid of not knowing what to say.

When your team has the right tools, talk tracks, objection-handling practice, and a repeatable structure - they stop guessing. And when they stop guessing, they start sounding natural, confident, and in control. That's what makes people want to keep talking.

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Training gives your team the skills and structure to represent your business well on every single call. That consistency builds trust. It protects your reputation. And it turns cold calls into real opportunities.

Continuous training leads to a 50% increase in net sales per employee. Without ongoing learning, employees forget 84% of sales training content within three months, emphasizing the need for regular reinforcement. <https://qwilr.com/blog/sales-training-statistics/>

Salespeople who are confident with their pitch are 50% more likely to hit their appointment goals. It's not about being slick. It's about being prepared.

Think about a rep who hesitates after every question, stumbles through objections, or rushes to end the call. Now compare that to a rep who knows how to guide the conversation, stays calm under pressure, and sounds like they've done this before. Which one would you trust with your time?

Confidence isn't about having all the answers, it's about having a plan. With training, your team learns how get past the gatekeepers to the decision-makers, speak with purpose, and book meetings without sounding scripted or stiff. They learn what to say, when to say it, and how to say it like a pro.

And when your team sounds confident, prospects feel confident saying yes.

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Ready to See What Proper Business Prospect Calling Looks Like?

Is your team still struggling to get meetings on the calendar? Are you tired of calls that go nowhere? It's time to fix that!

Sign up for your custom business prospecting training today.

We'll show your team how to get past the nerves, past the gatekeepers, and into real meetings with potential customers.

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