

A background image showing a business meeting with people at a table, a laptop displaying charts, and a coffee cup. A large teal overlay covers the left and center of the image.

NEW BUSINESS ENGLISH 6

Lesson 22
A Warm Call



LEARNING **GOAL**

- ◆ Making a Warm Call to a Prospective Client



Warm-up

- ◆ How will you impress a prospective client on a follow-up call?





The second week, Abby Lee makes a warm call to Tracer, the cosmetics distributor she met at the trade fair to show her desire for cooperation.

Situational Dialogue

Listen to the audio.

Abby: Good morning, Mr. Brown. This is Abby from Allie Swan. We met at the **trade fair** last week.

Tracer: Oh, Abby! Good morning!

Abby: I am calling to ask if you have the intention to cooperate with us. Our companies can both benefit from expanding into an **affiliate** market by distributing each other's products.

Tracer: Actually, we should hold a meeting before making a decision.

Abby: No problem. I will send you some information about our company including the **product categories**.

Tracer: Thank you!

Abby: In the meantime, if you would like to discuss any other points, please don't hesitate to call me directly.

Situational Dialogue

Read the dialogue and answer the questions.

Abby: Good morning, Mr. Brown. This is Abby from Allie Swan. We met at the trade fair last week.

Tracer: Oh, Abby! Good morning!

Abby: I am calling to ask if you have the intention to cooperate with us. Our companies can both benefit from expanding into an affiliate market by distributing each other's products.

Tracer: Actually, we should hold a meeting before making a decision.

Abby: No problem. I will send you some information about our company including the product categories.

Tracer: Thank you!

Abby: In the meantime, if you would like to discuss any other points, please don't hesitate to call me directly.

Learning Goal

∴ Making a Warm Call to a Prospective Client

Start your opening in a warm, friendly, and professional manner

“Good morning, Mr. Brown. This is Abby from Allie Swan.”

Summarize the key points or mention your purpose

“I am calling to ask if you have the intention to cooperate with us. Our companies could both benefit from expanding into an affiliate market by distributing each other's products.”

Say that you will call back or arrange a meeting

“Actually, we should hold a meeting before making a decision.”

Close a call clearly and politely

“In the meantime, if you would like to discuss any other points, please don't hesitate to call me directly.”

Oral Practice

Scenario:

You are calling your client about the offer that you mentioned at the trade show. Mention the key points and benefits of your offer.



∴ Key expressions to make a warm call:

- *Start your opening in a warm, friendly...*
- *Summarize the key points or mention your purpose*
- *Say that you will call back or arrange a meeting*
- *Close a call clearly and politely*

Cold Calling v.s. Warm Calling



Cold Calling

An unexpected sales call
Early in the sales process
Based on general research



Warm Calling

An expected sales call
Faster sales pitch
Based on investigation



- 1. Have you tried calling your client using these calls?*
- 2. Which sales call is the most effective?*

Overview

Keywords and expressions

trade fair/ affiliate/ product categories

Key expressions to make a warm call to a client

- 1. Start your opening in a warm, friendly, and professional manner*
- 2. Summarize the key points or mention your purpose*
- 3. Say that you will call back or arrange a meeting*
- 4. Close a call clearly and politely*

*Made by Keanu
Proofread by Anape*

