

# Seven ways to give feedback on cold calls.

Here are seven ways to give feedback to staff making cold calls:

1. **Start with positive feedback:**

Begin by acknowledging what the staff did well during the call, such as demonstrating good product knowledge, staying on message, or establishing rapport with the customer.

2. **Focus on specific areas for improvement:**

Provide specific feedback on areas where the staff can improve their cold calling skills, such as their tone of voice, the length of time it takes to get to the point, or their ability to handle objections.

3. **Be specific and clear:**

Use specific examples and clear language to describe what the staff could have done differently or what they should continue to do.

4. **Give actionable feedback:**

Provide feedback that is actionable, such as suggesting specific phrases the staff could use to handle common objections or tips for building rapport with customers.

5. **Be supportive:**

Frame your feedback in a way that is supportive and encouraging, rather than critical or judgmental. Let the staff know that you are there to help them improve and that you believe in their ability to succeed.

6. **Ask for the staff's input:**

Ask the staff for their thoughts on the call and how they felt it went. This will help them to think critically about their performance and take ownership of their development.

7. **Follow up:**

Schedule regular follow-up sessions to review progress and provide ongoing feedback. This will show the staff that you are committed to their development and help them to stay on track.

By using these seven techniques, you can provide effective feedback that helps staff improve their cold calling skills and become more successful in their role.



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