**Warm Calling Blitz**

A blitz is simply bringing people together to make a joint effort to Warm Call customers. The purpose is to energize the team and give a gentle push to start Warm Calling after completing the course. *The Blitz is approx. 3-4 hours.*

How to prepare

Participants’ preparation:

* **Bring X number of validated leads**.
* **Prepare their own ‘Happy place’** to call from during the blitz. (Making everyone call in one room might cause stress for some people.)

Your preparation as *host*:

* **Bring your own leads**! It is valuable that you participate fully as a role model.
* **Create a “Warm Calling head quarter”** where the team starts, checks in and ends the blitz. Can you make the conference room into a ‘Happy place’ (cookies, music, etc.)?
* **Celebrate** when done!

Agenda

1. Welcome – let’s help some customers! A reminder:

→ Any **new information** about a customer is a win

→ **Agreeing on a next step** is a win

→ **SMILE**!

→ Use the **Warm Calling values**

1. Start calling for about 45 minutes.
2. Bring everyone together for a check-in in the Warm Calling HQ. Ask for example: “What did you learn about the customers?”, “What questions did you ask?” or “Did you get a next step?”
3. Repeat step 2-3, maybe twice?
4. Summarize the Warm Calling blitz:

→ How was that? Key learnings? Greatest successes?

→ How many calls did we do in total?

→ In how many % of the calls did we agree on a next step?

→ In how many % of the calls did we get more information about the customer’s needs?

→ In what creative ways can we now follow up? How can we apply the learnings from **Chapter 6: *Keeping it up?***

1. Celebrate!