

Are Cold Calls Always Worth the Effort?

By Elisabeth Colson

The search for qualified, able professionals is at the fingertips of any prospective client with a keyboard and a screen. Websites are powerful sales

tools and their posted blogs, videos, and detailed articles grant worldwide access to the product of the intellectual capital of a firm's professionals. Those seeking advisors frequently eschew the traditional boundaries

of working hours and the sanctity of family time in favour of gathering the greatest number of answers and price quotes as quickly as possible.

Today's professional service providers are competing in a world which expects accessibility and near-instant and often price-conscious, responsiveness. A genuine desire to help motivates most providers of professional services. They are trained to analyse a client's questions and to gain an understanding of the broader context in order to provide relevant, considered answers. This takes time, a professional's most valuable commodity and the linchpin of his or her income-generating ability.

Therefore, at some point, answering cold calls or cold emails can be detrimental to the professional's existing client demands and workload, or may engender his or her professional liability. The threshold is likely specific to each individual professional, with variations on a case-by-case basis. A professional may spend more time on a cold call from a referral source or may disregard an incoming query in favour of personal commitments, or when facing hard deadlines from existing paying clients. Some might provide high-level advice with appropriate caveats; others may require a formal engagement. The professional's challenge lies in making decisions which maximise a cold call's potential without jeopardising his or her competing interests and priorities as they exist at that time.

In a world with increasingly little deference for boundaries, it is likely, and important, that every professional sets, and adheres to, some of their own.



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Fluent in English and French, **Elisabeth Colson** is a member

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