

## Manchester Union Leader

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### Ask the Expert: 'Cold calls' are getting warmer

**MANCHESTER** – Historically, cold calling has been an important piece of business development, and although it remains a necessary and viable tactic, the Web has drastically impacted the ways in which businesses can most effectively connect with their target audience. It allows businesses to move beyond phone calls and form letters and provides a platform for building credibility and trust -- a pathway to paying customers.

That's the topic explored by February's "Ask-the-Expert" -- Brady Sadler, director of business development at the Manchester ad agency and communications firm Griffin York & Krause.



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In his article, "Cold Calls Get Warmer: The Evolution of Business Development," Sadler talks about the Web providing "up-to-the-minute information that makes your outreach to a prospect timely and perhaps even welcome." He acknowledges, "For some, it can be overwhelming to monitor multiple sites for this information, but there are 'listening' tools you can employ to manage the process."

► [Brady Sadler: 'Cold Calls Get Warmer: The Evolution of Business Development'](#)

And, Sadler advises business to "Think about a multi-touch campaign that engages the prospect in different ways . . . so that you will be top-of-mind when there is a need."

In his article, Sadler talks about doing your homework and evaluating your audience; using social media and other controllable channels to be found online; and using dynamic interaction between your communication channels to connect with prospects.

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Sadler invites you to read his article and encourages your comments and questions. To do so, visit [www.abi-nh.com](http://www.abi-nh.com) or [www.unionleader.com](http://www.unionleader.com), read the article, click the online link, and ask your questions, which will be answered by e-mail and posted to both Web sites. The article will be posted throughout the month of February.

"Ask-the-Expert" is a collaborative series between the Amoskeag Business Incubator and the New Hampshire Union Leader. The online forum features an array of specialists representing business in New Hampshire.

Past topics have included: Starting a small business; social media; international trade; tax management; government procurement; the venture capital process; patents, trademarks and copyrights; and disaster preparedness for business technology.

All articles, along with the questions and responses, remain available for viewing at [www.abi-nh.com](http://www.abi-nh.com) and [www.unionleader.com](http://www.unionleader.com).

To submit a question, use the form above or [this link](#)