

## Outbound Calls Is The Hardest Part Of The Job



### **Nike Had It Right: Just Do It.**

As a former jingle writer, I always admired Nike's line: Just Do It. That may be the best advice ever written for outbound calling, because it's not glamorous. It's not creative. It's not the fun part. It's the work that makes the rest of the work possible.

When I built my advertising production company in Los Angeles years ago, there was no email. No LinkedIn. No social media. No mobile numbers. Just a phone. And you had to dial it. I was in the office at 6:00 a.m. every day. Coffee made. Calls started at 6:30 a.m. That was 9:30 in New York.

People would often say:

**“You're calling from California at 6:30 in the morning?”**

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I had call blocks for New York, Chicago, and the West Coast. Once the calls were done, I moved to the reward: writing jingles. That was the fun part. But the calls came first. Long days were normal. Six to six was a standard day, and often it was longer. But I had my weekends.

That discipline built what later became the world's largest production music library, eventually acquired by Universal Studios.

### **Cold calling built the company.**

What I learned then still applies now. Sales strategy is not just about what you sell. It is also about how selling gets done. Outbound lives at the front end of the sales process — in interest creation, first contact, and early momentum. If that front end is weak, everything downstream gets weaker too: meetings, proposals, closes, and long-term growth.

Today we have more tools than direct lines and yet outbound often feels harder, not easier.

Why? Because more channels have not removed the need for initiative. They have just given us more ways to avoid the phone.

# You Need to Coordinate Your Channels

The best go-to-market systems use channels together. High-touch channels like live calls create the greatest impact. Lower-touch channels like email and text increase efficiency and reinforce the message. The point is not to choose one channel. The point is to coordinate them.

That is why my cadence today is simple. I call the office first. If there is an operator, I try to speak to a person. If not, I use the directory. I leave a message. I send the email. Then I call the cell phone. Then I send the text.

All at once. Why?

Because if it is a qualified prospect, I do not rely on one channel. I make the call, I leave the message, I send the email and I send the text.

Outbound fails when salespeople treat it like something they will do after their “real work” is done. It is the real work.

Left alone, most people drift toward their comfort zone. They spend time with current customers, easy accounts, familiar conversations, and administrative tasks. Prospecting gets pushed to tomorrow. Then tomorrow becomes next week



That is why outbound requires structure: Time blocks, clear expectations and real commitment.

You do not fix weak prospecting with slogans alone. You fix it with design and discipline. The strongest sales organizations sustain performance by aligning roles, expectations, activity, coaching, and measurement.



**Outbound is hard. It's supposed to be hard. It's part of the job.**

- 1. Block the time**
- 2. Do the work**
- 3. Use every channel**
- 4. Be disciplined**
- 5. Be consistent**
- 6. Show how you can help**

Nike said, Just Do It. In sales, that means: Just make calls.

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