

**COLD  
EMAIL**

**VS.**

**COLD  
CALL**

BY THE TAG LENDING GROUP





## **Cold calls can be more personal.**

It can garner an immediate response and lets you deal with a prospect saying "no" right away. Cold calls are also more dynamic than cold emails because they allow you to adjust your strategy to fit a prospect's needs as your conversation with them progresses.

## **Calling prospects out of the blue can be invasive.**

Cold calls, by nature, are intrusive. People often aren't receptive to receiving them consistently, and many will get frustrated when you use one to reach them.

## **Cold emails are easier to scale.**

They're cheaper and more efficient, making them more scalable. In the time it would take to make a single cold call, you could send several cold emails. You can also attach more visually appealing and informative content to a cold email – better capturing figures and concepts that might be harder to convey over the phone.



**Cold emails can be easier to distribute and track.**

A cold email is also less intrusive than a cold call, so prospects might be a bit more polite in response to one – even if they're saying "no." That might not seem like much, but it can be a big help to morale long term. They can also be automated, tracked, and forwarded – making them easier to distribute and keep tabs on.



**Emails are easier for prospects to ignore.**

Prospects can be inundated with dozens of cold emails every day. The competition is stiff and abundant. In many cases, cold emails get blocked, go unopened, or are flat-out deleted. And if one is compelling enough to generate a response, there's no telling when it will come.

Whether you contact a prospect via phone or email, if you're conducting cold outreach all communication needs to be handled with care. Make sure you carefully vet new contacts to see if they're a viable candidate for your offer and be mindful of any boundaries they establish.

