

**This is a real-life example of someone who embraced the ideas and concepts of Pop Icon Mr. Cold Call™ - [www.mrcoldcall.com](http://www.mrcoldcall.com)**

**Industry: Banking**

**Prospect: Attorney**

*The sales rep visited the building next door to the bank and dropped off targeted banking information. The very next day he sends the following email to the attorney:*

*All personal and business names have been changed to protect privacy*

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**Subject:** *Re: Hi John - (Bank Name was inserted here) Building Next Door*

*My name is (Sales Reps name was inserted here) and I'm a Personal Banker with (Bank Name was inserted here). We specialize in working with attorneys and I had dropped off information the other day and was wondering if you might be open to a review of your personal and/or business accounts?*

*Regards,  
(Name of banker was inserted here)*

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**Response from Attorney**

No thank you.

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**Sales Rep's Response to Attorney**

*(Name of Attorney was inserted here)*

Keep us in mind if something should come up, we welcome your business anytime.....or from a networking perspective, I would be interested in learning more about your practice.

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**Response from Attorney**

We would of course be pleased to meet with you to discuss business and opportunities. I just did not want to misrepresent that we are unhappy with our existing banking relationship.

Let me know when you can drop by.

*(Name of attorney was inserted here)*

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**Response from Sales Rep**

How about next Tuesday at 1:00 p.m?

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**Response from Attorney**

Perfect. Please come by.

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**Response from Sales Rep**

See you then.

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**Friendly reminder from Sales Rep the following week**

(Name of attorney was inserted here), a friendly reminder about our visit today at 1:00 p.m.

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**Response from Attorney**

Confirmed

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The banker met with the attorney for 30 minutes. It was a get to know you type of meeting, industry suggestions were made by the banker to improve the cash flow of their practice. A great amount of time was spent listening to the attorney as to how he got started, why he chose law and the areas of expertise he focuses on. Business cards were exchanged. The sales rep followed up with phone calls, emails, with industry articles and six months later the attorney sent an email that he wanted to open a trust account. The attorney comes into the branch and opens the account with a check from a competing bank for \$500,000.