



## ADVANCED WIN THE GATE KEEPER SCRIPTS COLD CALLING



# COLD CALLING CHEAT SHEET

Cold calling doesn't have to be stressful. All it takes is a little preparation. Use the following three easy steps and the accompanying exercises to get yourself in gear.

## STEP 1: PREPARE YOURSELF MENTALLY

- Think about the words or behaviors that would cause your prospect to view you with the negative stereotype salesperson. You want to eliminate those.
- Now think about the problems or challenges your prospects you call have and how your solution can solve those.

### Exercise 1: Understand how you are coming across

- ☐ First, practice in front of a mirror several times. Pay attention to how you sound, your tonality.
- ☐ Next, record yourself in practice. Pay attention to your tone, delivery and the language you use. Does it sound natural or scripted?
- ☐ Now record yourself talking to a prospect, and then record yourself talking to a friend or family member. Do you notice any difference? When you are talking to a prospect, do you talk fast, sound scripted or sound excited? This is something you want to stay away from.

**Tip:** Remember to slow down, relax and come across low key on the cold call.

### Exercise 2: Prepare your problem statement

- ☐ Create your problem statement by listing the top three problems that your solution solves for your prospects.
- ☐ Of those three, which one do you think your prospects would identify with the most? Meaning when you call your prospects, most would know about this problem. This would be a problem that your prospects go to bed at night thinking about.
- ☐ Now think about how your solution solves that problem.

## STEP 2: PREPARE FOR THE CALL

- Remind yourself that the purpose of your call is to create a two-way conversation with the prospect to see if you can help them.
- Relax and be confident. It's called collective confidence.

### Before You Dial:

1. **Take a few moments to think about the purpose of your call:** The purpose of the call is to focus on whether or not you can help this person solve their problems. This conversation is for you to learn about this person/company, what their challenges and problems are to see if you can help them. Instead of focusing on making the sale, focus on whether there is a sale to be made in the first place.
2. **Relax and look at the prospect's name and think about them for a few seconds:** Take a deep breath and remember you are simply calling to see if you can help. You will talk in a warm, friendly and low-key voice. Remember to slow down when you call.

## STEP 3: MAKING THE CALL

Keep in mind your main agenda is to:

- Open up a two-way conversation, not make a pitch or try to close the deal
- Create curiosity from the potential customer to get them to want to engage in the conversation
- Avoid any sales pressure
- Find out what their problems are, what caused them, and how it's affecting them to see if you can help them

## Open the call in 4 steps:

1. **Begin with:** "Hi, this is just Alex....(optional: "we haven't met yet"), I was wondering if you could help me out for a moment?"
2. **Wait** until they say, "Sure how can I help you?" or "Who is this?" or "What's this all about?"
3. **Then reply with one of these openings:** "I'm not quite sure you could yet ... I called to see if you/your company would be open to looking at any ..."

OR

"I'm not quite sure you could yet....I called to see if you'd/your company would be open to a different perspective ..."

OR

"I'm just calling to see if you're open to some different ideas ..."

OR

"I'm not quite sure you could yet.....I called to see if your company is grappling  
with issues..."

### 4. Use a Connecting Phrase:

Here are some examples of connecting phrases that bridge the beginning of the problem statement with the specific problem you've mentioned:

"any hidden gaps in your"

"to decrease"

"that are preventing"

"that decrease"

"on how to"

"that might help to"

"that might be affecting"

"that could affect"

"to improving" or "for improving"

"to eliminate" or "that eliminate"

"surrounding" or "related to" or "regarding"

## COLD CALL EXAMPLE:

**NEPQ Salesperson:** "Hi, this is just Alex, I was wondering if you could help me out for a moment?"

Let the prospect respond.

**NEPQ Salesperson:** "Well, I'm not quite sure you could yet, I was just calling to see if your company would be open to looking at any possible hidden gaps in your \_\_\_\_\_ that could be causing you to \_\_\_\_\_?"

Let the prospect respond. They will usually respond with "Who is this again?" or "What's this all about?" or "What do you mean by hidden gaps?"

**Tip:** This is what you want them to do so it causes a two-way conversation. You will then use your personalized introduction that goes over how what you do helps other people solves their problem.

## COLD CALLING EXAMPLES FOR VARIOUS INDUSTRIES

### Merchant Services:

Hi, this is just Bart....and I was wondering if you could possibly help me out for a moment?

Well, I'm not quite sure you could yet, I called your office/stopped by to see if your company would be open to looking at any possible hidden gaps in your accounts payables that could be causing you to lose unnecessary time and money.

OR

Hi, this is just Chris..... and I was wondering if you could possibly help me out for a moment?

Well, I'm not sure you could yet, I stopped by to see if you would be open to looking at any hidden gaps with some of your vendors that could be causing you to overpay each month.

### Technology/Data Analytics Sales:

Hi \_\_\_\_\_ this is just Zach ... I was wondering if you could possibly help me out for a moment?

Well, I'm not quite sure you could yet, I called by to see if your company would be open to looking at any possible hidden gaps in your claims adjustment process that could be causing you to lose some of your customers/that could be causing you to lose money each month.

### **Medical Device Sales:**

Hi \_\_\_\_\_ this is just Amy ... I was wondering if you could help me out for a moment?

Well, I'm not quite sure you could yet, I stopped by to see if your office would be open to looking at any possible hidden gaps in the Knee implants you're using that could be causing your practice/hospital to overspend on operative time.

OR

Hey, this is just Bret, I was wondering if you could help me out for a moment?

Well, I'm not quite sure you could yet, I came by/stopped by to see if your practice/office would be open to looking at any possible hidden gaps in your flu or strep testing that could be causing you to lose some of your patients.

### **Legal Services Sales:**

Hi, this is just Marion, I was wondering if you could help me out for a moment?

Well, I'm not quite sure you could yet, I stopped by/was calling to see if you would be open/your company would be open to looking at any possible hidden gaps in your contract review process that could be causing you to put the company more at risk.

### **Employee Benefits Services:**

Hi, \_\_\_\_\_ this is just Allison, I was wondering if you could help me out for a moment.

Well, I'm not quite sure you could yet, I was calling to see if you/your company would be open to looking at any hidden gaps in how you might be providing health insurance for your employees that could be causing you all to overpay each month.

### **Lead/Advertising Services:**

Hi, this is Andy, I was wondering if you could possibly help me out for a moment?

Well, I'm not quite sure you could yet, but I was calling to see if (you/company) would be OPEN to looking at the way you are getting leads that might be causing you to lose potential jobs every week.

### **Fundraising Services:**

Hi, this is just Scott, I was wondering if you could help me out for a moment?

Well, I'm not quite sure you could yet, I came by to see if your school would be open to looking at any possible hidden gaps in your fundraising that you have now that could be causing the school to lose money?

### **Financial Services:**

Hi, this is Sally, I was wondering if you could help me out for a moment?

Well, I'm not quite sure you could yet, I was calling to see if you would be open to looking at any possible hidden gaps in your pension fund that could be putting some of your capital at risk. (targeting companies pension funds)

OR

Well, I'm not quite sure you could yet, I was calling to see if you would be open to looking at any possible hidden gaps in your investment portfolio that could be putting some of your capital at risk?