



COLD CALL CHEAT SHEET



1. "HOW HAVE YOU BEEN?"



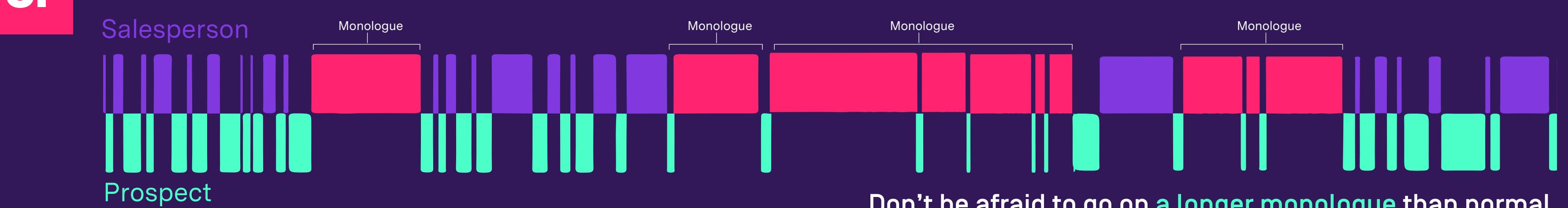
COLD CALLS THAT OPENED WITH THIS QUESTION BOASTED A **10.01% SUCCESS RATE** COMPARED TO THE **1.5% BASELINE**.

2. "THE REASON FOR MY CALL IS..."



BEGINNING WITH A PROACTIVE REASON FOR YOUR CALL INCREASES YOUR **SUCCESS RATE BY 2.IX**. HUMANS CRAVE REASONS, SO GIVE THEM ONE!

3. SELL THE MEETING



Don't be afraid to go on a **longer monologue** than normal. Sell the meeting, don't do discovery.

4. EDUCATE, DON'T INTERROGATE



BECAUSE YOU NEED TO **EDUCATE AND INFORM** THE BUYER STRAIGHT OUT OF THE GATE, TOP REPS "OWN" MORE OF THE CONVERSATION.

5. THE LONGER THE CALL, THE BETTER



EVERY SENTENCE YOU UTTER ON A COLD CALL SHOULD **SERVE ONE PURPOSE**: TO GET THE LISTENER TO LISTEN TO YOUR NEXT SENTENCE. CHOOSE YOUR WORDS CAREFULLY.