

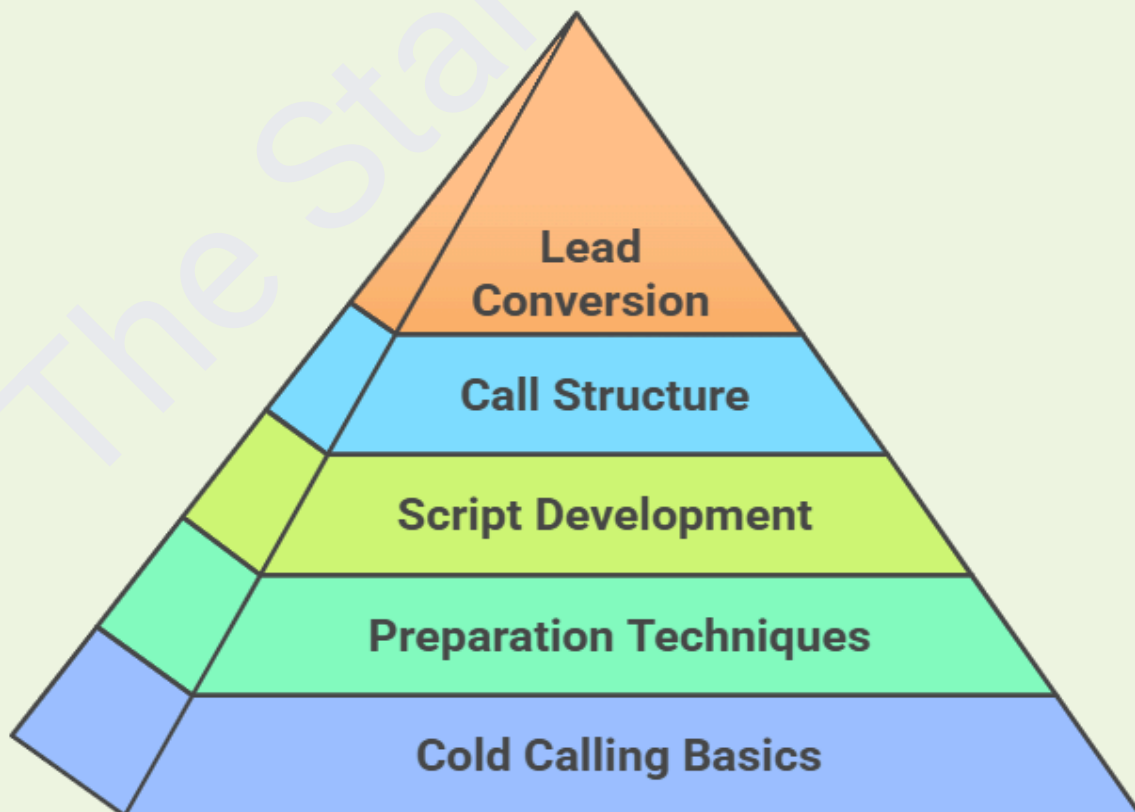


The startup wallah Cold Calling Strategy

A Step-by-Step Guide to Sales Success for D2C Brands

— (Created by a Marketing Leader)

Cold Calling Success Pyramid



Introduction

Cold Calling for D2C Growth

Digital marketing dominates, but cold calling is a game-changer for D2C brands. This book is your step-by-step guide to mastering calls, overcoming objections, and closing deals to drive growth and customer acquisition.

Why Cold Calling is Vital for D2C Brands

- Builds a personal connection with potential customers
- Converts high-intent leads faster
- Helps in forging partnerships with influencers, distributors, and retailers

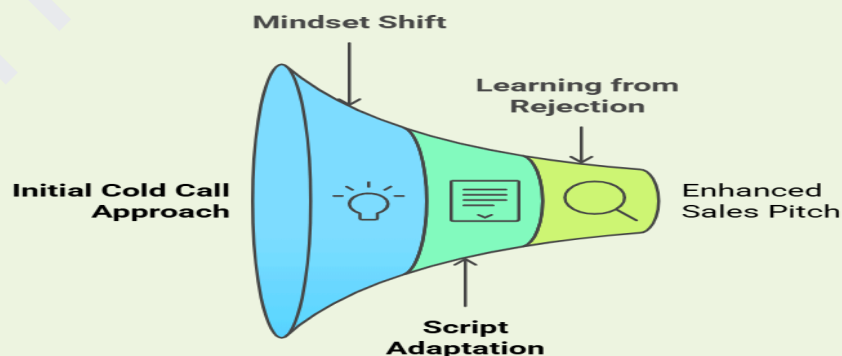
The Role of Cold Calling in Modern D2C Sales

- Complements online ads and email marketing
- Works well for B2B partnerships and bulk orders
- Helps in acquiring first-time buyers and reactivating dormant customers

Overcoming the Fear of Cold Calling

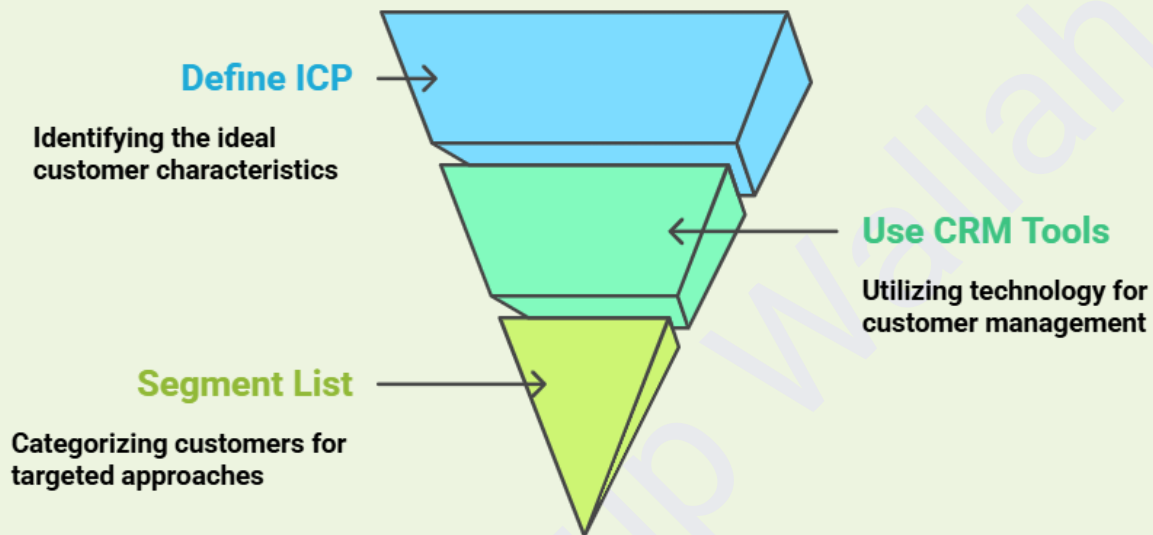
- Shift your mindset from 'selling' to 'educating'
- Use scripts as a guide, not a rigid framework
- Learn from every rejection and optimize your pitch.

Optimizing Cold Calling for Sales Success



Preparing for a Cold Call in D2C Sales

Building a Target List



Crafting a Winning Cold Call Script for D2C Sales

An effective D2C cold call script should be engaging, educational, and concise. Here's a sample:

Sample Cold Call Script for D2C Influencer Outreach:

Opening:

“Hi [Influencer's Name], this is [Your Name] from [Brand Name]. I came across your content and loved how you talk about [relevant topic]. We work with influencers like you to offer exclusive collaborations on our [Product Name].”

Engagement:

“Would you be open to a quick chat on how we can create something exciting together?”

Closing:

“If now’s not a good time, when would be a better time for you?”

Sample Cold Call Script for Bulk Orders:

Opening:

“Hi [Retailer’s Name], this is [Your Name] from [Brand Name]. We specialize in [Product Category] and noticed your store carries similar products. We’d love to discuss how our products can bring added value to your customers.”

Engagement:

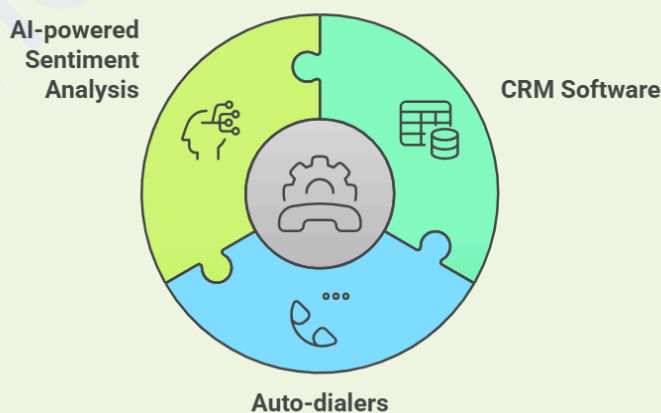
“Would you be open to exploring a bulk order or a trial partnership?”

Closing:

“I’d be happy to share some exclusive pricing and sample kits. Can I send them over?”

Tools and Technologies for Efficient D2C Cold Calling

- CRM software (HubSpot, Klaviyo for D2C brands)
- Auto-dialers and call tracking tools
- AI-powered sentiment analysis for call insights



The Perfect Cold Call Structure for D2C Sales

The First 10 Seconds: Grabbing Attention

- ♦ Mention a personalized insight (past purchase, social media activity, store preferences)
- ♦ Clearly state the value proposition for the recipient
- ♦ Keep it short and compelling

Building Instant Rapport

- Speak their language (**use terms they relate to**)
- Show genuine enthusiasm for their business/interest
- Ask open-ended questions to keep the conversation flowing

Identifying Customer Needs and Pain Points

- Find out what they love or dislike about current products
- Understand their main hesitations in purchasing
- Provide tailored solutions based on their lifestyle or business needs

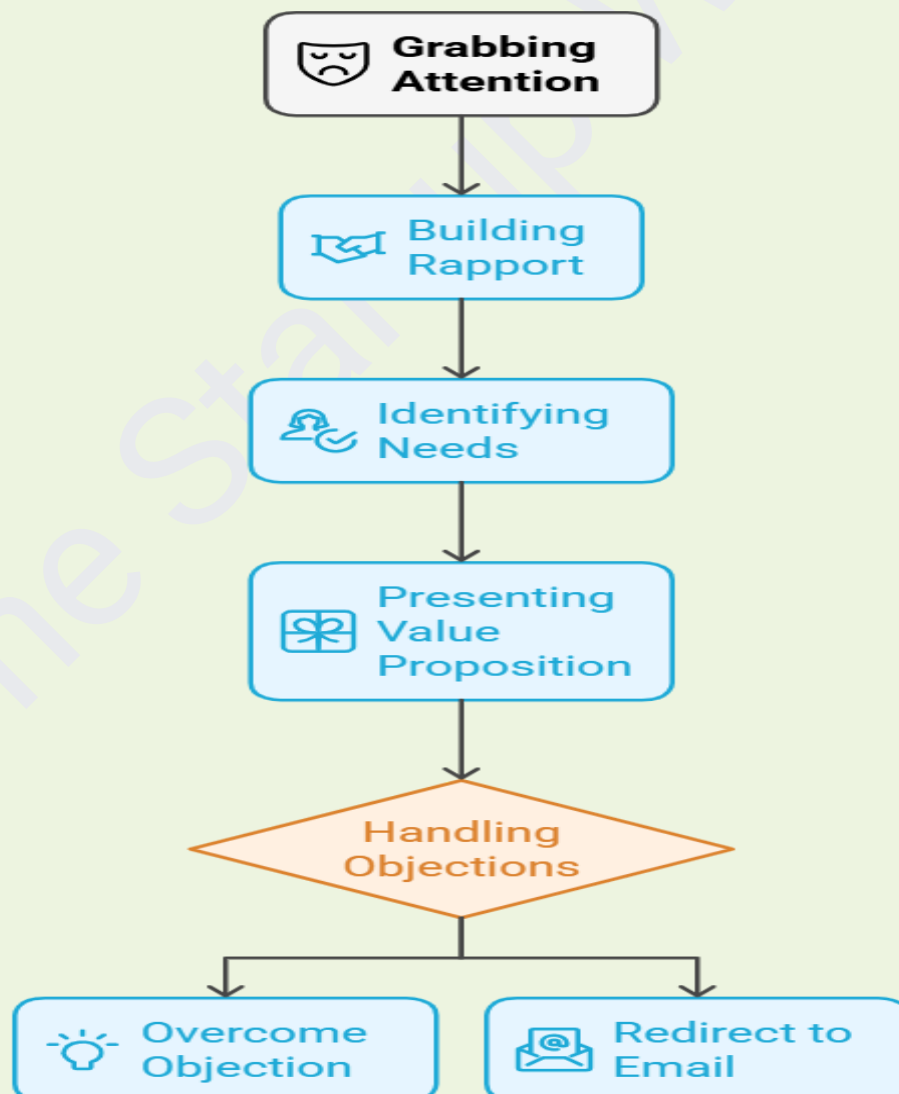
Presenting Your Value Proposition

- Explain how your brand is different and better
- Use social proof (**reviews, influencer endorsements, case studies**)
- Offer exclusive deals, free trials, or first-time discounts

Handling Common Objections


- “I’m not interested” → “I totally understand! Just curious, what would make you consider trying a new [product]?”
- “I already use a similar product” → “That’s great! What do you like most about it? Maybe we can offer an even better experience.”
- “I don’t have time right now” → “No problem! Can I send over a short email with details?”

Cold Call Structure for D2C Sales



Converting Cold Calls into Warm Leads for D2C Growth

The Power of Follow-Ups

-  80% of sales require at least five follow-ups
- Use a mix of calls, emails, and Instagram DMs
- Offer new insights or exclusive deals with each follow-up

Nurturing Leads Through Social Media and Email

- Share user-generated content to build trust
- Engage with prospects' social posts before following up
- Offer VIP discounts, early access, or referral bonuses

Scheduling a Discovery Call or Meeting

- Use scheduling tools like Calendly for seamless booking
- Clearly outline what's in it for them before the meeting
- Send a calendar invite with a short, engaging subject line



Closing the Deal in D2C Sales

Recognizing Buying Signals

- Customers asking about pricing, shipping, or guarantees
- Influencers discussing their audience fit
- Retailers inquiring about **MOQ** (Minimum Order Quantity)

Using Urgency and Scarcity in D2C Sales

- Limited-time offers (“**Only 24 hours left for this deal!**”)
- Scarcity tactics (“**Only 10 spots left for this collaboration!**”)
- Early-bird specials for first-time buyers

Negotiation Tactics for D2C Deals

- Offer value bundles instead of discounts
- Highlight brand exclusivity for influencers or retailers
- Create tiered pricing for bulk buyers

Closing Without Being Pushy

- Use assumptive closes (“Should I send you the payment link now?”)
- Offer risk-free options like free returns or samples
- Confirm next steps and express gratitude

Don't find customers for your products, find products for your customers.