

Vortex Sphere of Engagement™



The age-old question:
To cold-call or not to cold-call? The verdict is in.
The phone is a CRITICAL component of effective prospecting. View it as a tool to reach prospects and provide value, not as a symbol of fear.

Phone best practices:

- Each week, commit to your cadence. Write it down. Track it.
- Establish **CALL BLOCKS** and **PROTECT** them. They should be immutable and respected.
- Do the math. How much activity to achieve your number?
- Set targets. Calls per day/week/month.
- Be strategic in leaving voice mails. No more than 14 seconds long, never the exact same voice mail.
- Be confident. People remember **HOW** you say something, not always **WHAT** you say.
- Your body impacts your voice. Stand-up, smile, get rid of distractions.

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Anxiety, Influence, and Motivation (AIM) is a well-researched and documented approach for increasing engagement with individuals, prospects and clients based on leveraging the way the brain is wired to react to specific situations. Understanding and applying AIM requires preparation and purposeful intent. The sample voicemail script shows how to use AIM to engage.



Sample Voicemail Script:

<PROSPECT NAME>

This is <NAME>, with <COMPANY NAME>.

We've been working with <BUYER'S ROLE> like yourself to help them deal with major concerns such as <BUYER'S LIKELY CHALLENGES>.

<PROSPECT NAME>, I've helped my customers <VALUE DELIVERED> and would like an opportunity to discuss some of these approaches with you.

I'll send a follow-up email with my contact information and look forward to speaking with you soon about how we can ensure you don't <RISKS>.

Anxiety

Influence

Motivation
