

Summary

This document is made to be used by the sales team to conduct outbound sales calls and 15 min intro calls.

Company Phone Number: +1 954-378-9809

Training: Before Calling ANY Prospects

- Listen to the outbound recorded sales calls [here](#)
 - Ask Josh/Joe to decide which training is relevant for you
- Read the sales bible [\[SOP\] Sales Call Bible](#) and [Sales Scripts - Iron Key](#)
- Join a sales training meeting to clarify any questions
 - We meet at **[5:30 PM EST Tuesday]** every week for sales training
- Get Airtable Access from Joe

Tools Needed:

- 1) LinkedIn and Cold Email: Skylead
- 2) CRM: Airtable
- 3) lists, email templates: Hubspot
- 4) Phone System: Crm37

Links needed

- 1) Our services: 1 Pager: <https://hubs.ly/Q02GnqdK0>
- 2) Learn more about us: Lite Deck: <https://hubs.ly/Q02Gnybw0>
- 3) Investor Deck: <https://hubs.ly/Q02Gnr620>
- 4) Deal Criteria: <https://hubs.ly/Q02GnvQs0>

Scenarios:

- 1) BEST CASE: Qualify the lead, and book the prospect directly to a CLOSING call WHILE ON THE CALL
 - a) Send VF intro email and VF deck
- 2) If the line gets disconnected, try to call 1 additional time
- 3) If you are unable to qualify the lead, send them this form:
 - a) <https://calendly.com/d/cmbh-d7q-9mq>

4) Worst Case: The lead doesn't have time to chat

Lead: "I don't have time to speak right now"

You: "OK, what time works best for you this week?"

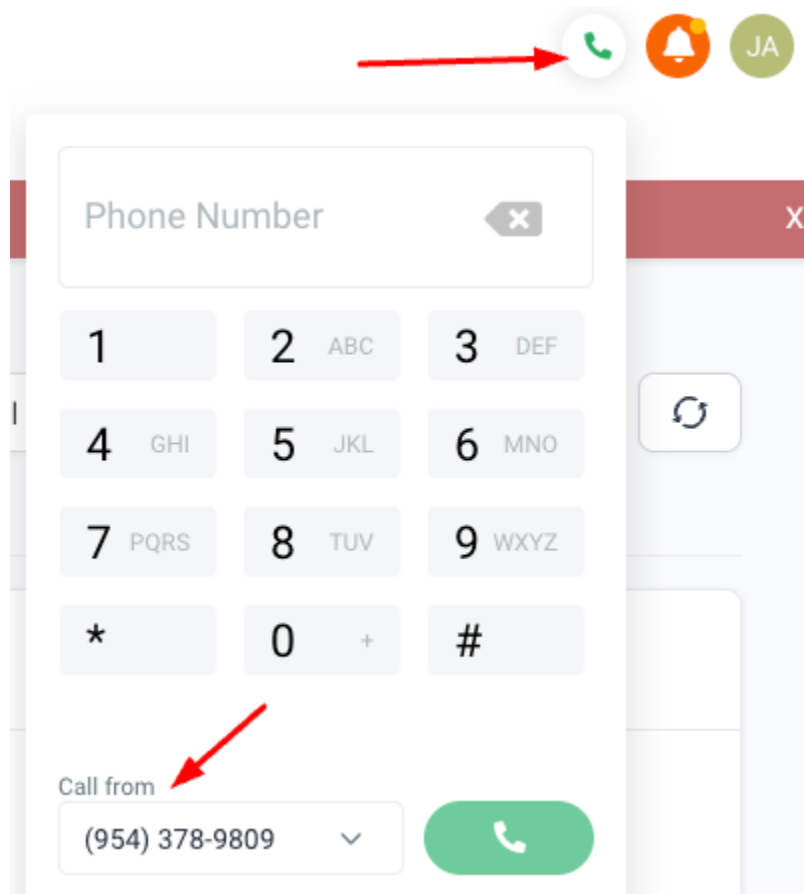
Lead: "I'm not in front of my computer"

You: "OK, you will receive an email with more information and a link to book a call"

How to get setup to make calls:

Open crm37, aritable, linkedin, and the sales bible.

- 1) Login to CRM37
 - a) Request a login from Joe/Josh
- 2) Make sure to call from the 954 area code number
- 3) Copy and Paste the phone number from airtable into the phone number field in CRM37



Outbound Setting Workflow:

If a good fit for one of our programs, is excited about VC, and has the ability to pay: set a demo call **WHILE ON THE CALL** and send an email(see template at bottom of this document) with collateral.

For reference: [☰ Iron Key - \[SOP\] Email Templates](#)

If the prospect does not pick up, indicate that in the outbound call result field, send the prospect an intro email(based on the product recommendation field selection), a linkedin message, and collect the below data in airtable.

- 1) REQUIRED FIELDS
 - a) Product Recommendation(this tells the sales team how to treat the prospect)
 - b) Closer
 - i) When in doubt, Josh = Venture Fellow, Joe = Venture Partner, Ling = Founder Fellow / GTM consulting
- 2) OPTIONAL FIELDS
 - a) Notes

Use this document here for updated application links, document links, and scheduling links.

[☰ Internal Links](#)

Calls should be scheduled to:

- 1) CRM37 intro link
- 2) Calendly Intro Link
 - 1) If the lead has been qualified in airtable, book them directly to a closing call
 - a) If the candidate already applied to the VF program in airtable, but hasn't booked a call, send the VF calendly link [here](#)
 - 2) If the lead has not been qualified in airtable, book them directly to an intro call
 - a) If the candidate is not familiar with Iron Key or the Venture Fellow program, schedule them to an intro call link [here](#).
 - b) For the lead to qualify themselves and book a call, share this link
 - i) <https://calendly.com/d/cmbh-d7q-9mq>

If not relevant to prospects goals, or is in undergrad and doesn't have the money to pay for the fellow program: qualify the lead more or drop the lead.

If a good fit for VF program: Mark the business developer field, product recommendation field, and book a demo call [here](#)(on the call if possible). Additionally, send an email using the templates below.

Script

*Hi, this is **NAME** from Iron Key. We are a venture firm and ecosystem that invests and advises early stage startups. Do you recall submitting your information to us recently?*

[yes / maybe / no]

QUALIFY THE LEAD:

Questions:*(ask some of the below questions until you know whether they are a good fit for the program)*

- 1) Are you interested in getting into venture capital? Or are you already involved in venture capital or angel investing?*
- 2) is it something you're looking to break into as a career or as an angel investor?*

[if no: ok, no worries - Mark off]

Optional Follow up Questions:

- 1) How serious are you about breaking into VC?*
- 2) What have you tried before? Why hasn't it worked?*
- 3) Have you ever done any Fellowship program or VC internship?*

QUALIFY THE LEAD:

Once you have qualified the prospect, go into the pitch:

You: *"We save people time and money by helping to take the guesswork out of venture capital"*

Lead: *"How does it work?"*

You: *"We have a network of VCs that teach an 8 week crash course on the working skillset of an investor. Are you interested to learn more?"*

Lead: *"yes"*

You: *"Ok great, what time works for you this week?"*

Lead: *"6 PM EST on X Day"*

You: "Ok great, I have scheduled the call now so you should receive confirmation shortly, along with an email with details about Iron Key and the program"

Lead: "Ok great thank you"

You: "Ok Bye"

Sales Scripts - Iron Key

If you are asked about what is Iron Key?

More about us:

Iron Key Capital is a venture ecosystem helping founders and investors take the guesswork out of venture capital.

We operate a fellow program for top professionals to learn the venture investing skillset.

Iron Key OFFERS

Iron Key is a founder and investor collective backed by 200+ LPs (investors) aiming to democratize venture capital by providing top professionals access to VC education, mentorship, hands-on experience, and an investor network that positions you for success.

Bookings and Setting

Company Phone Number: +1 954-378-9809

Besides incubating and advising startups, we operate a Venture Fellowship program where we teach emerging VC investors and angels to build their venture investing skillset.

Are you interested in getting into venture capital?

It is by application but based on our conversation so far, I'd like to extend an invite to meet with our Program Head and see if you are a good fit for the Venture Fellow program. Does this sound like something you would be interested in?

Ok, the best thing to do is for us to book a call with our Program Lead.

What day works this week for a call? And what time do you have open for that day?

Schedule the call directly on the prospect's calendar. Use the below link to find the correct type of meeting, and book it directly.

<https://calendly.com/jdmuchowski-iron-key-josh>

Send the appropriate link to the prospect to book a call directly:

APPROVED LINKS:

1) Venture Fellow program

<https://calendly.com/jdmuchowski-iron-key-josh/venture-fellow>

2) Intro Call

<https://calendly.com/jdmuchowski-iron-key-josh/intro-call>

If cannot book now:

Ok, I'm going to email you right now with a link to book this week with our Program Head and will give you more information.

If you have further questions, let me know by responding to that email.

Rebuttals to paid program FAQ:

- It is a hands-on program with VCs who share their expertise and time, so that is why it's a paid program
- Fellows work on real deal flow at our syndicate, so it's real deal experience
- We view the fellow program as an investment of our time and energy into each fellow, and each fellow is investing in their career
 - We only accept 5-10 fellows in each cohort
 - 20% of Fellows typically move into a Venture Partner or Core Contributor role post-program. This allows people to build the venture skillset over time without leaving their full time role.
- GoingVC and Venture University charge \$10k+ , we charge a fraction of the price for a much more exclusive and top tier network in web3 / AI.
 - We only accept 5-10 fellows in each cohort, while the other programs are like being in a lecture hall at a university

Venture Fellow LinkedIn Message Script

Hello {first name},

Are you interested in getting a job in venture capital? Iron Key offers training and a done-for-you solution to help qualified candidates get jobs in VC. Let me know if you're interested to learn more.

Upon Response: *great, you can book a short slot here to see if Iron Key has a fit for you.*

If unable to qualify the lead, book them to an intro call:

<https://calendly.com/jdmuchowski-iron-key-josh/intro-call>

If you are unsure about whether the lead is a VF or VP, book them here:

<https://calendly.com/jdmuchowski-iron-key-josh/venture-fellow>

Venture Partner LinkedIn Message Script

Hello {first name},

Are you interested in potentially joining a web3 / AI fund as a venture partner? Iron Key Capital recently closed its 1st venture fund, and would like to speak with you. Let me know if you're interested to learn more.

Upon Response: *great, you can book a short slot here to see if Iron Key has a fit for you.*

<https://calendly.com/jdmuchowski-iron-key-josh/venture-partner>

Investor LinkedIn Message Script

Hi {First name}

Are you interested in expanding your deal flow sources in web3 / AI? Iron Key Capital recently closed its 1st venture fund, and would like to speak with you. Let me know if you're interested to learn more.

Upon Response: great, you can book a short slot here to see if Iron Key has a fit for you.

<https://meetings.hubspot.com/joseph-argiro>

Founder Fellow LinkedIn Message Script

Hello {first name},

Are you a founder building something new? Iron Key Capital is recruiting 2 Entrepreneur in Residence candidates for Q3-Q4 2024, and would like to speak with you. Let me know if you're interested to learn more.

Upon Response: great, you can book a short slot here to see if Iron Key has a fit for you.

<https://calendly.com/jdmuchowski-iron-key-josh/founder-fellow>

ACTION NEEDED: Book ling@ironkeycapital.com as a guest on the calendar invite, and add Ling as the closer in Airtable

VC Recruitment LinkedIn Message Script

Hello {first name},

Are you looking to get a job in VC over the next 6-12 months? Iron Key works with top candidates to place them at roles in venture capital and would like to speak with you. Let me know if you're interested to learn more.

Upon Response: great, you can book a short slot here to see if Iron Key has a fit for you.

<https://calendly.com/jdmuchowski-iron-key-josh/next-steps-vc-recruitment>

ACTION NEEDED: Book haya@ironkeycapital.com as a guest on the calendar invite, and add Haya as the closer in Airtable

Voicemail Scripts

1) Venture Fellow

"Hi XYZ, I took a look at your profile and I believe you could be a great fit for our Venture Fellow program if you are interested in getting into venture capital. We are launching our next cohort on July 10th with leading VCs who share their knowledge and insight with our members."

"If interested, feel free to book a slot in the email you just received from XYZ. Thank you, have a great day."

2) Venture Partner

"Hi XYZ, I took a look at your experience and I believe you could be a great fit to work with Iron Key Capital in some capacity, as either a venture fellow or partner. If interested, feel free to book a slot in the email you just received from XYZ. Thank you, have a great day."

3) VC Recruitment Service

"Hi XYZ, I took a look at your experience and I believe we can help you get the VC job you're looking for. We help qualified candidates get VC jobs. If interested, feel free to book a slot in the email you just received from XYZ. Thank you have a great day."

4) Founder Fellow / GTM Consulting

"Hi XYZ, I 'm an analyst at iron key capital and I was wondering how your raise is going? We provide transaction advisory services through our broker dealer partnership, and help startups get to their next round with go-to-market and fundraising support. If you're interested to learn more, you can book a slot at the link provided. Thank you."

Email Template(VF program)

Attach Lite Deck or VF deck as PDF to the email

Hi {FIRST NAME},

I just left you a voicemail, since you recently applied to our venture fellow program. Are you interested in building the skills to get a job in venture capital?

I am reaching out to discuss the venture fellow program that you recently applied for. Are you interested in building the skills to get a job in venture capital?

If interested to learn more about venture investing, book a short slot [here](#).

Iron Key Company Overview

Iron Key, backed by Iron Key Capital, is a venture community focused on liquid and venture opportunities in Web3. Our mission is to build and invest in Pre-Seed or seed-stage Web3 / AI startups while providing founders and investors with the knowledge they need to succeed.

Iron Key operates a fellowship program dedicated to helping emerging investors learn, earn, and build their own venture investing skills. We equip Program Fellows with our VC/founder blueprint in their first 8 weeks and give lifetime access to our investment community and alumni network.

Successful Venture Fellows typically move into a Venture Partner or Core Contributor role post-program.

Iron Key Capital

Iron Key Capital is an investment firm focused on liquid and venture opportunities in Web3. We invest in Pre-Seed, or seed-stage Web3 startups focused on the enterprise adoption and consumer enablement of utility-driven digital assets. We also operate a blockchain innovation lab and incubate select startups within the web3 infrastructure space. Iron Key is backed by 200+ LPs globally and deploys \$1MN+ annually.