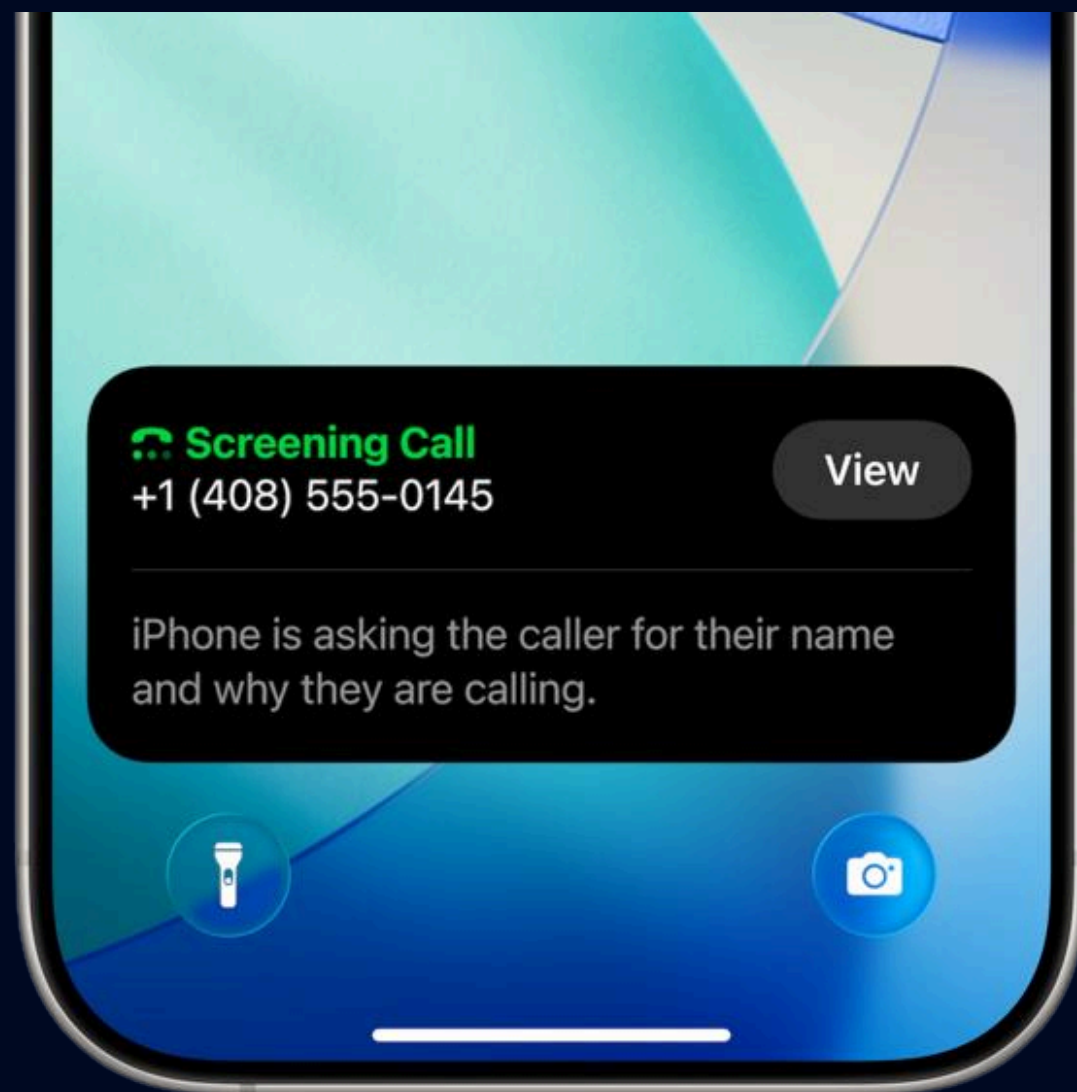


Apple's Call Screening: How To Prepare

What we know:

- Launches in the iOS26 update from September 16th.
- Users can turn the feature on and off.
- Incoming calls from unknown numbers will be screened by AI. The phone won't ring.
- The AI will ask the caller their name and reason for calling, then transcribe and show a 250-character summary to the recipient.
- The recipient can then choose to answer, send to voicemail, or reject the call.
- The feature doesn't roll out to every iPhone. Newest and future models only.



Short Term Considerations

Referrals and Brand Recognition Win Bigger

Familiar names get picked up. Up your networking & social selling game

Better Preparation = Better Execution

Scripts needed for every scenario

You need three call approaches

One for pickups, one for phone screening, one for voicemails

Start getting serious on optimising ICP messaging

Know what will land best for your target persona/s

Start to level up your multi-channel prospecting game

Sharpen the sword on email, video, social selling, direct mail

Crisis or Opportunity? More On Page 2 📱

Crisis Or Opportunity?

Watch Out For:

Poor targeted cold calls will struggle more than ever

Lack of relevancy and personalisation will hurt.

Potential for less conversations with prospects

Prospects may automatically decline more calls.

Potential time delays impacting activity metrics

Unclear what time delay will exist between 250 character message delivery and recipient response.

On The Bright Side:

Warmer Conversations with More Intentional Prospects

Fewer brush-offs, more intent

Free, Personalised Ad Space

Mini ad on their screen

Forces Better Targeting & Messaging

Sharper ICP and messaging

Potential for higher connect rates

If your call and message is highly compelling

Cold Calling with a Subject Line

Calls now have headlines to build intrigue

Longer Term Considerations:

- Improve on other key channels for outreach. Hedge your bets.
- Company brand and personal brand can have a huge impact on connect rate
- Referrals and “warm calls” become even more powerful
- The feature can be turned off, but it’s a sign of the trendline that will not be stopping.



Master Multi-Channel Before You Need To ➡

