

A top-down view of a person's hands typing on a laptop keyboard. A large, semi-transparent blue circle is centered over the keyboard, containing the text "Leaving a Voicemail" in white. The background is a light-colored wooden desk. To the left of the laptop, there is a pair of white over-ear headphones and a small potted plant with green leaves. To the right, there is a stack of books or papers.

Leaving a Voicemail

A person wearing a grey sweater is holding a smartphone. A large blue diamond is overlaid on the image, containing white text. The background is a blurred office or retail setting.

Almost all sales
cold calls are
voicemails



First: remember the 5 principles



A few other things to think about:

- Keep it very short: 30 sec max
- Don't start with your name
 - Don't: "Hi John, This is Elliot Peterson with Udemy"
 - Do: "Hi John, The reason I'm calling is..."
- Mention their name several times
- End by repeating your phone number twice



My Go-to Voicemail Template

Hi [Prospect Name],

The reason I'm calling is because I noticed [something personal about them].

We can help by [value add to their organization]. [Prospect Name], I would love to discuss how we helped companies like [mention relevant case studies].

Please call me back at [my phone number]. This is [My Name] at [My Company] and I can be reached at [my phone number]. Talk to you soon, [Prospect Name].



My Go-to Voicemail Template

Hi John,

The reason I'm calling is because I noticed on the Glassdoor career site that training and upskilling employees is a core company value.

We can help Glassdoor fulfill its training value by providing scalable and affordable online training to your employees. John, I would love to discuss how we helped companies like LinkedIn and Indeed.com scale their company training efforts over a quick phone call.

Please call me back at 415-555-1234. This is Elliot Peterson at Udemy.com and I can be reached at 415-555-1234. Talk to you soon, John.



My Follow-up Voicemail Template

Hi [Prospect Name],

I'm calling to follow-up on the email I sent earlier this week about [value add to their organization].

I'd love to schedule a quick chat to discuss more, so please call me back at [my phone number] to get something on the calendar. This is [My Name] at [My Company] and I can be reached at [my phone number]. Talk to you soon, [Prospect Name].



My Follow-up Voicemail Template

Hi John,

I'm calling to follow-up on the email I sent earlier this week about how we can help Glassdoor fulfill its training value by providing scalable and affordable online training to your employees.

I'd love to schedule a quick chat to discuss more, so please call me back at 415-555-1234 to get something on the calendar. This is Elliot Peterson at Udemy and I can be reached at 415-555-1234. Talk to you soon, John.