Unorthodox Cold Call Techniques

*The phone is making a comeback in 2023.
We love sequencers, but we can't stay there…
It's too risky to go all in on one channel.*

*Sometimes the best calling technique is:
no technique at all. Getting back to the
fundamentals, "kicking it old school."*

Tone – Value – Persuasion – Intent

How did we fall so far into monotony? If you sound like everyone else, how can you possibly break through? We've compiled a list of cold callers who are universally respected in B2B to break down unorthodox and classical methods (back in style). The key is that they get results and will drive results for you even in a recession, with banks blowing up left and right and ChatGPT gunning for our job.

It's not just *what* to say; it's *how* to say it and *when*. Apply these tips, make them your own, and flourish by dusting off the cobwebs on the most important device in your prospecting arsenal: the good ol' phone.

Humorous note: We think if we put Gerry Hill outbounding on a 1997 Nokia dumb phone, he could still beat any SDR team with a sequencer.

What's old is new. What's classic is modern. Would love to hear your thoughts on this topic in our "talk-prospecting" channel on <u>*HYPCCCYCL Slack 2.0*</u> *— free to join.*

Jed Mahrle
Head of Outbound Sales at Mailshake

3 Questions, Then Close

Hey **[name]**, this is Jed with **[my company]**. Noticed **[reference trigger: you just got promoted, you're hiring, etc.]**. Does the name ring a bell?

No

All good, like I mentioned, saw you were hiring. I'm talking to a lot of **[job title]**'s who's teams are growing and a big thing I'm hearing is **[insert problem you solve]**.

⚡ **Bucket question** ⬇️

Does that sound like your world at all or do you have that figured out?

No one has that figured out completely

⚡ **Ask ONE open-ended question:** ⬇️

Totally. Mind me asking what are y'all doing to improve that?

[...]

💡 Pretty much regardless of their answer, you want to go for the close early and often

⚡ **Option close** ⬇️

Got it. I know I called you out of the blue, the reason for my call was to set up a better time to discuss how we might help with **[that problem]**. Would later today work to discuss this or would tomorrow be better?

Overview

The key is understanding your buyer personas enough to know what the common problems are. Then ask for the meeting very early on in your call. As opposed to asking discovery questions forever.

The more you ask, the more you get!
And it shows the prospect you respect their time.

Eric Iannello
Sales Revenue & GTM at Falkon

Leave Your Expectations at The Door

I wish I had a nickel for every time someone posted on LinkedIn — "Cold calling is dead."

They say don't fix what ain't broke, and cold calling is still the most effective way to source information and book meetings.

You can evaluate tone, interest, pace of engagement, pivot or course correct, and most importantly, maintain control of the conversation.

In times like we face today, it's essential to gauge more than the answers they respond with. By evaluating the emotional component in each conversation, you increase the strength of the deal and progress it to the next stage in the cycle.

So the burning question: How can we simplify the process to help move from an interrogation to a conversation and increase the likelihood of booking a meeting?

Build a pre-call plan:

Balance open-ended, closed-ended questions, and reversal questions ➡️ Tie in relevance ➡️ Leave expectations at the door.

Build a pre-call plan for both company and personas being targeted

The goal is to get as much information as needed prior to the conversation so that the prospect is verifying information rather than providing it anew.

You can easily achieve this by working from the ground up — product releases, growth and trajectories, goals and focus areas by the powers above, pains and problems, etc.

Balance your questions

The great debate is "Do you start with a closed-ended question or an open one?" No wrong answer, but I leverage a medium-ended question to gauge tone and how my follow-up will be. By medium, I mean a question that could be both answered with one word or an elaborative one "Do you find yourself focusing more on New Business or Churn Reduction?" To follow is the conversation starter, the opinion-based question, or, better said, the open-ended question.
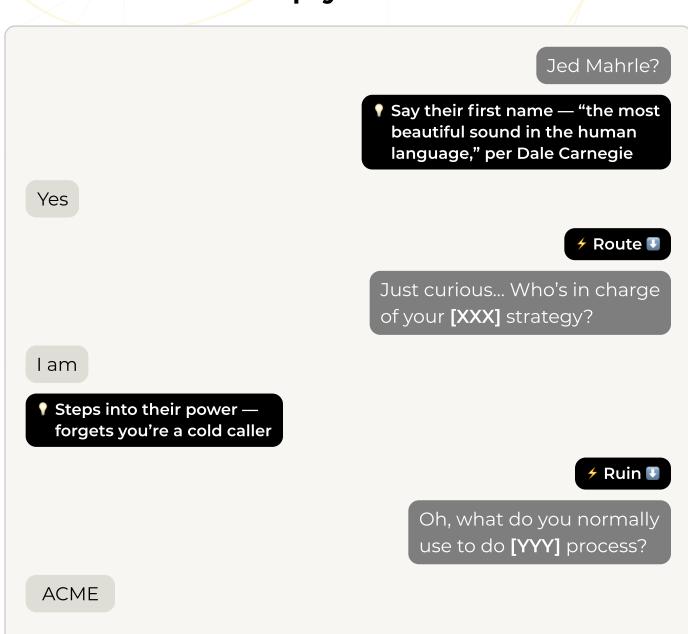
Be able to tie in relevance and purpose with each question

"I'm noting a bit of hesitation in your answer, let me give you some context as to why I asked that question." Each prospect, no matter the vertical you're working, will want to either get some information as to why you're calling, why you're asking that question, or reassurance of the purpose to continue to talk to you. Make sure it's specifically relevant to them, their position, the company, etc.

Leave your expectations at the door

The goal is, and should always be, to gather more information. Treat it as a platform to build information for when the deal is curated and the players assembled. You have more knowledge than they do about what issue you're looking to solve. Build the quality of the deal, not the quantity of the meetings.

Justin Michael
Co-Founder at HYPCCCYCL

Route-Ruin-Multiply™

Jed Mahrle?

💡 Say their first name — "the most beautiful sound in the human language," per Dale Carnegie

Yes

⚡ Route ⬇️

Just curious… Who's in charge of your [XXX] strategy?

I am

💡 Steps into their power — forgets you're a cold caller

⚡ Ruin ⬇️

Oh, what do you normally use to do [YYY] process?

ACME

They're great. How's that working out for you?

[…]

💡 Validate…

⚡ Pause — this pause has made sellers millions

⚡ Polarity shift ⬇️

[uncover pain]

⚡ Essentially, keep listening until they ask you, "Wait, what do you do?"

[convey interest]

💡 The polarity shift is when they finally become interested and want to do the deal

⚡ Multiply ⬇️

Why don't you plug us in alongside what you're already using to multiply the effectiveness of your [existing solution]?

CODEX VII
Advanced TOF
Cold Call Techniques

CODEX XIII
Cold Call Polarity Shifting

For Codexes 7 & 13
log in here & click exclusive content:

Get Codexes

hypcccycl.com/codexes

Jay Bissin
Business Development, Stealth Startup

Position, Problem, Results

Persona: **E-Commerce Founders SMB — Mid-Market**
Best results: **6 meetings on 6 conversations on 100 dials**

💡 Opener ⬇️

Hey, is this **[first name]** at **[business name]**? ... Hi **[name]**, it's **[your name]** from **[your company]**. How's it going?

💡 Positioning statement ⬇️

We're actually a startup out of **[HQ City]**, just wanted to call you up real quick, my company **[company name]** right, **[tell them that your other customers look just like them]**. **[insert qualifying question]**?

💡 Results ⬇️

So essentially this is just **[the simplest definition of your product]**.

We have about **[# of customers]** working with us right now and they all see **[insert metrics]**.

So now we're just reaching out to more brands who are interested in trying it out.

⚡ Pause

Next week we're running 15-minute demos where we'll just showcase how it works and what it looks like on another customer's website. Would you be open to that?

Yes / No / Can you send me something to look at?

💡 This line converts for me >80% of the time

Here's what I like to do, if I send you a calendar invite for **[day of week]**, that will automatically forward you follow-up info like **[whatever content you have to send them]**. How does that sound?

Persona: **CFOs Mid Market**
Best results: **20-25% connect to demo**

💡 Opener ⬇️

Hey, is this **[first name]** at **[business name]**? ... Hi **[name]**, it's **[your name]** from **[your company]**. How's it going?

💡 Elevator pitch ⬇️

I was actually hoping to grab a spot on your calendar sometime next week.

⚡ Pause

We're one of the fastest growing companies out of **[HQ city]**.

⚡ Insert [amount of money your company has raised over short time period]

⚡ Insert [simplest definition of your product and how they benefit from it]

⚡ Pause   **⚡ Demo ask**

Kevin Hopp
Co-Founder at The Call Guys

Close Competitor Script

Script for a competitive market — when you know there is an incumbent provider/solution.

Hey, this is **[your name]** with **[your company]**, how are you doing today?

I'm okay, who is this?

Where'd you say you're calling from?

What's your name again?

I know that I'm an interruption, do you have a minute and I can tell you why I'm calling?

The reason I was reaching out today was because at **[your company]**, we specialize in helping businesses like yours **[insert unique business value you deliver]**.

And before you say, I totally understand that you have a solution in place for **[solving business challenge]**.

But most of the time when I speak with individuals in your position, I consistently hear the same challenges around **[common business problems]**.

Does any of this resonate with you?

The goal of this script is to head off what you know will be the #1 objection (I already have a solution in place) and get to the point of whether or not they are still having any challenges, or weak points in what they are doing today.

This script is great for: **IT Solutions, Cybersecurity, Telecom, Payroll Solutions, Sales Engagement Platforms, CRMS.**

Josh Braun
Founder at Braun Training

Best Cold Call Ever

The best cold call I ever received. **(Josh Braun & Kendra Warlow)**

> Hello, this is Josh

Hey Josh, It's Kendra at Gravy. I didn't expect you to pick up. I'm going through the Starbucks drive-thru.

> Hey Kendra, what are you getting?

A vanilla latte

> Sounds delicious; what can I do for you?

I know you sell a few courses. Are you using internal resources or an outsourced team to recover failed credit card payments?

> I use Stripe for that

It sounds like you're checking the failed credit card payment report in Stripe pretty frequently

> I don't think I've ever run that report

I'm not sure if you have failed payments. If you'd like, I can email you instructions on how to run the report in Stripe so you can see if this is an issue

> Sounds good

Receive an email within 5 minutes from Kendra. Runs report. No failed payments. But if I ever have failed payments, I know who I'm calling...

Kendra Warlow (She/Her) · 1st in
"Alone we can do so little; together we can do so much" — Helen Keller
Greater Pittsburgh Region
6,233 followers · 500+ connections

The switch?

Fighting Resistance ➡️ Joining resistance
Assuming ➡️ Letting go of assumptions
Attached to the outcome ➡️ Detached
Controlling ➡️ Surrendering control
Pitching ➡️ Inquiring

The big idea?

Prospects don't resist change.
They resist being changed.

Ian Koniak

Founder & CEO at Ian Koniak Sales Coaching Inc

Warm Prospecting

I don't believe in cold calling.

It doesn't work and is a massive waste of time and energy.

Instead, I believe in warm prospecting calls.

This approach has led to a prospecting to meeting conversion of 10-20% over the course of my sales career, as opposed to 1-3% when cold calling.

Here's how it works.

1. Spend time upfront researching the individual and company you want to prospect into. Identify where you can potentially help them.
2. Send an e-mail outlining what you learned about them and where you think you can possibly help. Make sure the message is relevant and specific to them or their company. Ask if they'd be open to learning more.
3. That same day, call their cell phone (get it from ZoomInfo, your CRM, or another source) and ask if they received and read the e-mail you sent. This immediately makes it a WARM call rather than a COLD CALL.
4. If they didn't receive the e-mail, briefly and directly recap the e-mail and ask if they'd be open to meeting to learn more. Be direct, clear, and respectful as you are likely interrupting them.

If there is any interest, close for the meeting rather than spending too long on the phone.

Most people rely heavily on e-mail sequences but are reluctant to pick up the phone. The phone is where most of the magic happens, as it's way too easy to ignore or delete an e-mail.

The key is that the ratio is 1:1 — one phone call per e-mail sent.

I find that calling between Wednesday-Friday from 3-5pm is the best time to call, as people are busier early in the week.

I would much rather send 25 quality e-mails in a week (5/day) accompanied with 25 follow-up phone calls (5/day) and book 5 meetings (10% touchpoint conversion), than waste valuable time cold calling or managing generic sequences that don't convert.

Going 5 for 50 (10%) feels way better than going 1 for 100 (1%) and is MUCH less of a grind.

We are not in the business of managing sequences — we are in the business of selling. And selling starts with talking to people.

Face your fears, pick up the phone, and make it a warm call!

Reference: https://youtu.be/R1Y9IkC8i6g

Caroline Maloney
Sales Enablement at Redis

Proactive Multi-threading

Below are unique ways to multi-thread to book more meetings within the same account, and also a cold email formula I like and created. Also, something I often would do as a rep was use 6sense to see what my prospects were clicking on but not downloading on my company page.

Then, I'd go "ungate" that content and send it to them (but I wouldn't tell them I knew they were looking at it) — I'd say, "people in your space seem to find this useful! Let me know what you think?" I also leveraged text (SMS) often as a rep, which worked so well for me because I was selling into construction at one point, and those people were RARELY at their computers/emails. So, I'd call their cells and text them, which worked so well!

Proactively Multi-Thread

Subject: *Agenda for 4/11*

[first name], I wanted to send you the agenda for our next call, and thank you for your time just now!

We spoke about **[highlight the top 2-3 key pieces of pain/challenges, or goals they spoke of]** and you shared with me that ultimately, you're looking to **[do something awesome that you can help with]**.

Given this, I was wondering if **[name a couple of other people on your lead list]** would want to join?

I'd like to add them so we can go over **[state your intentions for an agenda for this next call — this can be a bullet list or just a couple sentences]**.

Seems like involving them may be more efficient than me trying to grab time with them all separately, what do you think?

[your name]

Multi-Thread Once You've Got a Meeting

Subject: *Agenda for 4/11*

John mentioned the team is struggling with **[challenges/impact on the team]**. Let's get you involved in our next discussion on **[date/time]** to help fix that, **[their name]**.

If you're not familiar with **[your company]** we enable you to solve these kinds of challenges. We've done this for **[insert current customer here]**. They were experiencing **[pain]** before using us, and we helped them get to **[current state]**.

Are you open to joining our call on **[date/time]**?

Either way, I made a quick video to show you **[whatever it is that you think would be specifically relevant to this person – remember, think 1:1 what this person would use]**:

🎬 **Video here**

[your name]

Email Formula

Subject: *Less than 30%?*

⚡ **Observe** ⬇️

Did this stat surprise you, too? Less than 30% of tech sales teams are seeing a reply rate of over 1%.

⚡ **Compare** ⬇️

Usually, when we start working with teams like yours, reply rates are sitting a little higher — around 3 or 4%. Given your recent round of funding, I imagine you must be seeing something similar?

⚡ **Ask** ⬇️

[first name], I'm Caroline, I'm on your account team at **[company]**. I'd love to know how you're currently ensuring that your emails are landing in prospects' inboxes. Do you have a deliverability strategy that's working?

⚡ **Give** ⬇️

I'll give you a call tomorrow, but feel free to reach back out to me here, too.

PS — here's another study about spam filters and hard bounce rates. Yikes!

Leslie Venetz

Founder at Sales Team Builder LLC

Pointer Voicemails

90% of the full-cycle AEs, SDRs, and BDRs I work with, still don't understand the reason to leave a voicemail is NOT to get a returned phone call. I genuinely think it's worth explicitly stating: We do not leave voicemails because we expect a stranger to return our calls.

The reason that we leave voicemails is to point to another TOUCH in our sequence. We leave voicemails as part of our multi-channel approach doing our level best to meet our clients where they're at.

One of the best ways to use voicemails is to double-tap them with an email and specifically shout out the subject line of that email. Use a voicemail that is "short and to the point" and closely resembles the benefit and value prop you're talking about in your email and say, "I'm going to follow up with an email" because I think that's going to be easier. Remind them, "The subject line is going to be 'fill in the blank'" — that really improves open rates.

Voicemails are still personal; there's a personality that you can convey in voicemails that simply cannot get conveyed over an email. You can put a GIF, a joke, or whatever in an email, and it gets a bit of your personality out there, but hearing the voice creates a different kind of emotional connection that words on paper just can't do as easily.

In summary

1. Leave voicemails.

2. Don't leave them because you expect to get a callback.

3. Do leave them intending to repeat your value-based messaging in an email and then point to that specific email.

4. I find saying either the email address it's coming from or subject line works best to increase open rates.

5. Make sure you are INFUSING your voicemails with personality.

Chris Rocas
VP eCommerce Solutions at TemperPack

FaceTime Drops

Ever felt your heart race? Maybe you call it a thumping during a turbulent flight. Others know the feeling of uneasiness right before a roller coaster drops. That's the feeling every single time you get ready to "cold FaceTime dial."

Back in 2020, I went viral for being the first sales leader to use FaceTime as a means of cold outbound. I was criticized by gurus saying it was "unethical." I was copied by CEOs saying, "they did it first". No one did it. It was too scary. They weren't prepared for the "drop."

I can tell you. It was the most fruitful outbound I've ever done.

Everyone had it wrong. Everyone thought I was doing FaceTime drops for the "video" aspect of it. Had nothing to do with connecting via video. Had everything to do with what happened when my prospect's phone/computer/apple watch rang.

Everyone receives phone calls daily. We've become immune to the green and red buttons that appear on every incoming call. It's easy to ignore a telemarketer as much as your grandma (don't ignore your grandma, life is too short). I needed to interrupt the prospect's train of thought BEFORE they answered live.

Insert the FaceTime Drop.

Ever got a FaceTime call before? The ring sounds different. A live video feed of you appears on the screen.

You immediately hate the way you look. Trying to fix your hair. Stressed to see if you are presentable.

You aren't used to these. You aren't FaceTimed 10x per day.

Before you even look to see who's calling that all happened in your brain.

We have stood out. We have created a pattern interrupt that makes them question who's on the other line.

Here's what it looks like in practice. Everyone thought I was getting live-dials. No way! The insecurity of above, led prospects to never red buttoning. Letting the video run its course.

The fun part? 90% of prospects immediately followed up with a text message (or called me back on my mobile).

"Who's this?"
"Do I know you?"
"Can I call you back?"

The script? RRM. Nothing fancy. Nothing unique.

The heuristic of human communication runs all.

Why this worked is we created a pattern interrupt using technology everyone has access to. I call this "tech arbitrage."

HYPCCCYCL ✕ Wynter

Saad Khan
Business Development Manager at Vendr

Not a Script but a Framework

Continue to only sell problems and social proof from customers you are winning over and closing. The following framework allows your existing scripts a much better chance of success.

1. Have a slack channel that pushes notifications every time an inbound comes to create visibility for everyone when an outbound meeting is booked.

2. At the end of each week, share a report of a full list of inbounds and outbound meetings booked.

3. Cross-reference titles, similar titles, industries, and reasons for converting

4. Build an outbound package/report including:
   - Account Name
   - Lead Role/Title
   - Industry
   - Top 5 competitors/Areas of Opportunity

5. Provide the "Inbound Care Package" to the outbound team and marketing ready to go for Monday prospecting and campaigns.

6. Close the feedback loop and send this list to Demand Gen so that they can adjust marketing spend/campaigns as needed based per ICP.

F.I.R.E Framework by Jon Miller

- **F is for Fit:** Look for accounts that fit your ideal customer profile (ICP) using firmographics and technographics.

- **I is for Intent:** Find the accounts that have shown general interest in your category. (Use 6sense if you have it and Marketo).

- **R is for Relationship:** Look for some context and history with the account (perhaps a user from another company recently moved jobs).

- **E is for Engagement:** Identify accounts that have spent some time engaging with your company.

Gerry Hill

Regional VP — EMEA, ConnectAndSell, Inc

The Myth of #27seconds and The "Breakthrough" Cold Call Methodology

So, why pattern interrupts? Well, it is psychology, silly. Our worst fears reside in the part of the primordial human brain or "croc brain." The function which protects us from actual death. We have probably all heard the term "Fight, flight, or fright." Well, a cold call invokes that instinctive behaviour on behalf of the prospect you try to speak to, and in many instances, in 2023, the rep making the call themselves.

Therefore, our duty of care is to soften the blow and make ourselves trustworthy and non-violent. Humour, unexpected phraseology, and structure help us move from invisible strangers to trusted humans in 7 seconds or less if we can execute well.

Chris Voss is adamant that you have 7 seconds or less to be trustworthy, and his sale was life-term jail sentences, not your latest software offering.
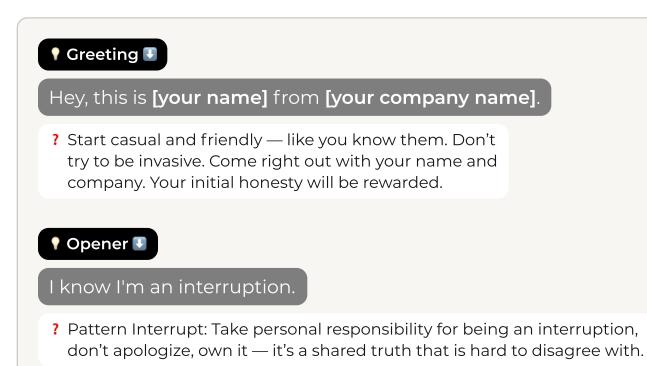
Breakthrough

That is why "breakthrough" was invented. A methodology which gives reps, operating at 12 conversations per hour, an opportunity to feel human, funny, disarming, but equitable as a business peer, a chance to shine when injected into a conversation with a stranger and not knowing who specifically you would be speaking to...

Each section of the conversation has a purpose, a value dimension, and resolves itself in being opaque on why you are calling. Opaqueness is your friend. Why? Nobody wants product rammed down their throat, but again psychology. Product = reasons to disengage. Category words — language which helps your prospect recognise the what, we, and the how — never takes them to curious, whereas wrapping your message into something which deliberately drives curiosity makes your proposition stand out all the more.

Curiosity?

Well, simple recipe: Add one part, "What's in it for me?" and anchor it to economic and strategic waste with a social element around that cluster of prospects' specific job challenges, and you start to have more complete conversations...The goal is to have your prospect disarmed, shaky and scratching their head. "Wait, what is it?" Gotcha.

So the structure tying together the psychology, which informs a superior breakthrough script...

> 📍 **Greeting** ⬇️
>
> Hey, this is **[your name]** from **[your company name]**.
>
> ❓ Start casual and friendly — like you know them. Don't try to be invasive. Come right out with your name and company. Your initial honesty will be rewarded.
>
> 📍 **Opener** ⬇️
>
> I know I'm an interruption.
>
> ❓ Pattern Interrupt: Take personal responsibility for being an interruption, don't apologize, own it — it's a shared truth that is hard to disagree with.

Can I have 27 seconds to tell you why I called?

❓ Demonstrate that you see the world through their eyes, but that you have a competent solution to the problem they are facing in that moment — that the problem is YOU.

💡 **Upfront contract:** Switch to a playful (chuckle) and curious voice when asking for 27 seconds.

📍 Breakthrough ⬇️

I believe…

❓ "I believe" is an arresting statement of fact. When someone else expresses a simple belief, we need to hear the punch line. "You believe what?"

…we have discovered…

❓ "We have discovered" says clearly that whatever "I believe" was not cooked up for the purpose of making a buck; it is something true that has simply been found out. And not just by one person, but by "we," who are less likely to be mistaken.

…a breakthrough…

❓ A "breakthrough" goes out on a limb, promising not just incremental or temporary value, but potentially something game-changing. Move the prospect to a more curious state.

…[WIIFM]…

❓ A "What's In It For Me" (WIIFM) statement resolves the question of "what is the breakthrough?" by simply and clearly stating the nature of the breakthrough. If you are responsible in any way, a claimed breakthrough of this kind is worth learning more about.

…[Economic, Emotional, and Strategic Value]

❓ The WIIFM statement should have economic, emotional, and strategic value components. Avoid how/why/what and any industry or category words.

After You Ask For Their Calendar…

Once you ask, "Do you happen to have your calendar available?"… In most cases, you will hear the prospect pause as they consider their calendar and when they might have time to speak to you. This means you win! It is critical that the prospect speaks next. Bite your tongue. Be silent and wait for it… keep waiting… only the prospect can break the silence!

If they say **YES**, work with them to find a time that works best for the both of you.

However, often the prospect's defense mechanism will kick in and they may ask you a question: "What is the breakthrough?", "Who are you?", "What is this about?"

When the prospect asks for more information, remember **IT'S A TRAP**. They are trying to get you to say something they can use to quickly categorize you and decide they don't need to talk to you. Depending on how you answer the question they often say "We are all set, thanks." You must **avoid industry / technical / category language** at all costs. You have aroused their curiosity, and you must ensure the only way they can satisfy that is to accept the invitation and show up for the meeting.

📍 Redirect ⬇️

We've learned the hard way that an ambush conversation like this is simply not a fair setting to talk about something this important to your business.

Are you a morning person? How does Tues or Wed look?

❓ Since cold calls are an ambush, you most likely do not have their undivided attention. Keeping in mind you have delivered on the 27 secs, you can redirect them to the purpose of this call, "to get 15 mins to share this breakthrough." For them to grasp the value and implications of the breakthrough, a scheduled call is a fairer and more productive setting.

📍 Expansion ⬇️

For [customer contact name] at [customer company name], [your company name] has been a game-changer! We found we were able to increase their [ABC — by a factor of # or %] — a lot more than we expected. If I recollect, it could have been as much as [$___ in uplift]. I highly suspect spending a few mins with us can clarify what this breakthrough would mean to you.

Are mornings or afternoons usually better for you?

❓ This is a statement you can use when the prospect says "tell me more" after you've asked "Do you happen to have your calendar available?" The recommendation is that this expansion statement leverages a protagonist in a story that expands on the "what's in it for them" component. This helps you avoid product talk, who we are, what we do, insert marketing category language, etc.

📍 Qualify ⬇️

What's the best email to reach you at? Just to be sure our conversation on [date and time] is valuable for the both of us, I just gotta ask... [how many...?] and [how do you...?]

❓ If necessary, ask 2-3 specific questions which answers will enhance the value of the scheduled meeting. Stay away from Qs that require homework, or elicit answers that can be learned through publicly available information.

Expansion Examples

1. For Daffy Duck at XYV — ABC Co has been a game-changer! We found that we could increase his reimbursement revenue generated from auto/liability claims — by 5x — a lot more than we expected. If I recollect, it could have been as much as $4-5M in uplift... I strongly suspect that us spending 15min together will clarify what this breakthrough might mean for you.

2. I don't know what the secret sauce is that makes it work. All I know is that it's changed my life. As I'm sure you know, cold-calling senior executives such as yourself is tough, and I know a lot of people that give up and just send emails and hope for a response. Me — I get to push a button and have 30 or 40 conversations like this every day. It's the biggest game-changer I've ever seen — not like anything else out there. It's not for everybody — you've got to be good at having conversations — but from my experience it's definitely worth 15 minutes to learn more."

3. Dr. Fifi at ABC Company was frustrated by significant delays in time-to-treatment despite years of research and optimizing stroke protocols. After working with **[customer name]** outcomes improved by 50%. I guarantee the conversation with **[customer name]** will be worth your time.

4. I don't know the secret sauce. I can tell you that for Theresa Slack at XYZ company, she was about to give up on her business, but after working with **[customer name]** she was just awarded 2020 Firm of the Year! I strongly suspect that a 15-minute conversation will clarify what the breakthrough might mean for you."

5. We know your most important patients are not techies, and this means they struggle to engage with you so you can provide the care they need. It's also a breakthrough way to grow your practice — at a fraction of the cost of a medical-grade solution.

Summary

Move your prospect from fear, to trust to curious is essentially a scalable and repeatable process that requires little in the way of personalisation, but does derive huge value in credibility creation and empathy for the nature of the problem, which is you, the seller, being an uninvited stranger into your prospects most intimate space.

Zoë Hartsfield
Head of Marketing & RevOps Evangelism at Swantide

Reverse VM

💡 **Reverse voicemail** ⬇️

You and I both know you're not going to call me back, at best you'll read the transcription in your voicemail and delete it — so I'll send ya a video voicemail instead, see you in your inbox!

Followed by an email:

💡 **Subject: Do NOT check your VM**

Hey **[name]**, I just left you a really embarassing VM, probably best you just delete it and save the space (I know mine is at 90% capacity).

I reached out because **[personalization + observation]**.

Would **[solution to the problem]** be worth a chat?

Cheers, Zoe

Maria Bross
Director of Sales Development at Revenue.io

No B.S. Cold Call Framework

Designed for the 99% of prospects who aren't shopping for what you sell.

Opener

- Introduce yourself
- Acknowledge the interruption
- Ask for their permission

Tone: Pretend you're calling your favorite high school coach/teacher.

Reason

- What you noticed — (optional, but ideal)
- Frustrating scenario — (persona-based or trigger-based)
- Can they relate?

Tip: Connect what you noticed to the frustrating scenario.

Relevant

- Clarify/Follow-Up Question
- Confirm Your UNDERSTANDING

Relevant: Assure them they're not alone w/ data. Wrong Person — **Ask for an Intro to a specific person.**

Not relevant / Right person: Go call someone else.

Tip: Don't ask for the meeting if this is the case.

Customer Hero Story

- Share how their peers (your clients) are addressing the problem. (Josh Braun's Bad Ass B2B Guide)
- Give the result of making that shift

Tip: Make this all about your customers vs. your company/product!

Sell the Meeting

- Refer back to what they said as to why you're suggesting a meeting.
- Pitch "What's In It For Them?" to show up — i.e. learning **(Josh Braun's Bad Ass B2B Guide)**

Schedule

- Suggest a time within 48 hours
- Ensure that unique qualification needed to schedule a meeting has been completed

Don't stop now!