

## MEETING AGENDA

This meeting will focus on learning about cold calling.

### RESOURCES

#### TIPS & TEMPLATES

- [Is Cold Calling Still Effective?](#)
- [The Pros And Cons Of Cold Calling](#)
- [Why Everybody Hates Cold Calling... And Why That's Good News For You](#)

#### BLOGS

- [The Best Cold Call Script Ever \[Template\]](#)
- [Cold Calling Tips: 17 Proven Techniques to Master Your Cold Calls](#)



“Be tenacious. One thing that has allowed me to have some level of success is that I am fine with cold-calling people. It doesn't scare me to call someone who has no idea who I am and say I'd love to take you to lunch. ”

#### BLAKE MYCOSKIE

Founder, Toms Shoes

### COLD CALLING

Cold calling is a technique used in sales to phone someone you've never met before. The contact has not previously expressed interest in your service which is why the contact is referred to as "cold".

### ACTIVITY

Break into pairs of 2 and use the script below. Practice making a cold call as an SDR from Apple selling your newest iPad.

#### 1. Introduction

- “This is \_\_\_\_\_ from \_\_\_\_\_, how have you been?  
[Pause] “Good. I'm glad to hear that.”

#### 2. Reason (make it personalized if possible)

- “The reason for my call is\_\_\_\_\_.”

#### 3. Ask / Up-front Contract

- Commitment
  - “How about if you give me the next 27 seconds...”
- Agenda / Why
  - “...to let you know why I think we might be a good fit for you and your team...”
- Outcome / Action
  - “...at the end of the 27 seconds, YOU tell me if it makes sense to continue the conversation from there...”
- Consent
  - “Is that fair?”

### DISCUSSION QUESTIONS

#### What are the benefits of cold calling?

How is cold calling different from cold emailing and why is it a valuable sales strategy?

#### What should you say in a cold call? Are you using BANT?

How to Use the BANT Sales Framework and Process:

1. Know the prospect's budget.
2. Who are the stakeholders in the decision-making process?
3. What is the problem and how can you help?
4. Do you have a timeline prepared?
5. Be informed through blogs, social media, news, and wherever else you can find information.