


# ANATOMY OF A COLD CALL

Using Outcomes to Avoid Slumps  
and Drive Sustained Success

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Hybrid work  
patterns in our  
post-pandemic  
world have  
thrown

**A SPOTLIGHT**  
on outbound  
prospecting by  
phone.

- Email response rates are plummeting.
- Zoom/Teams fatigue is ubiquitous.
- And yet prospects who are working from home actually have more time, and desire, for conversations.

But reps  
need  
HELP  
upping  
their cold  
calling  
game.

**WHY?**

**BECAUSE 95% OF COLD CALLS  
FAIL IN THE FIRST 7 SECONDS**

**(And those are the good ones!)**

# THE CORE ISSUE

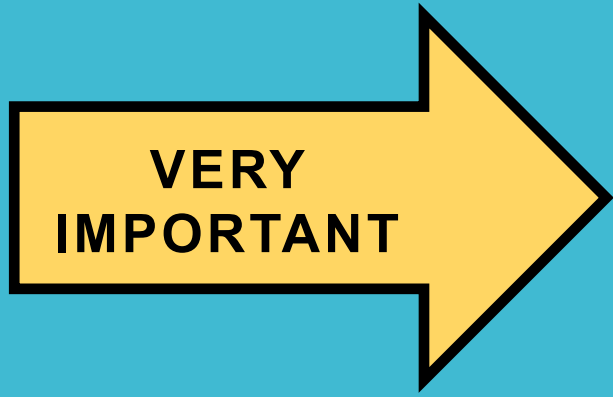
A cold call is a real-time performance, requiring precision execution.

Therefore, it demands short-cycle precision coaching,

## NOT

- Principles and sales techniques
- War stories from “back in the day”
- Trying to mimic others who “do it right”
- Role plays and simulations without the emotional pressure that comes from **AMBUSHING A STRANGER!**

But only coaching techniques using real data and delivering real results —



**BASED ON ANALYSIS OF  
MORE THAN 2 MILLION  
COLD CONVERSATIONS**

— will guarantee success and keep reps from reverting to old habits.

So...  
what can  
we do?

- Use technology to speed up the cold conversation rate to provide more coaching opportunities.
- Adapt and adopt scripts that reliably produce consistent results.
- Teach reps why the scripts work, so they can use them confidently.
- Practice until the words, pace, and tone become second nature.
- Train the coach to listen for the first point of failure.
- Listen to lots of live-fire conversations in a short time, and coach for improvement only in one focus-area at a time.

# A SAMPLE SCRIPT

“I know I’m an interruption. Can I have 27 seconds to tell you why I called?

I believe we’ve discovered a breakthrough that completely eliminates the waste and frustration that *<3 bad things go here>*.

The reason for my call is to get 15 minutes on your calendar to share this breakthrough with you. Do you happen to have your calendar available?”



# In the first coaching session

Focus only on the opening 2 sentences:

“I know I’m an interruption.  
Can I have 27 seconds to tell you why I called?”

Those sentences are designed to manufacture trust.

Why? Because the prospect is afraid of the cold caller —  
**AN INVISIBLE STRANGER** who has ambushed them.

So, the script shows the prospect that the rep  
**sees the world through their eyes** — and offers to  
solve a problem they have right now.

The prospect’s problem, **RIGHT NOW?** Getting out of  
the conversation with their self-image intact.



THE TONE

*and*

THE WORDS

**Listen to the tone, not just the words:**

**“I know I’m an interruption.”**

The emphasis is on **know**, because the rep and the prospect agree on this fact.

**Don’t let the rep soften the tone, or the words.**

For example:

**“I realize I’m an interruption to your day”** might make the rep feel more comfortable, but it tells the prospect that the rep is not willing to be accountable and, therefore, cannot be trusted. And trust is the goal of the opener.

*Again,*  
**THE TONE**  
*and*  
**THE WORDS**

## Listen to the tone, not just the words:

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

This is the proposed solution to the problem  
the prospect has right now.

- The tone is playful and curious: “Come with me!”
- The voice pitch goes up twice: on “27” and “called?”
- The promise is distinct and specific: 27 seconds, and it’s over!
- The purpose is clear: to tell you why I called.

This is not asking permission: This is a simple offer of a deal that  
solves THE PROBLEM. The problem is the rep.

It’s uncomfortable, but effective — at turning fear into trust.

And *again*,  
THE TONE  
*and*  
THE WORDS

Listen to the tone, not just the words:

**“I believe we’ve discovered a breakthrough”**

- “I believe” makes them listen: You are serious!
- “we’ve discovered” makes them curious — about “who?” and “what?”
- “a breakthrough” introduces the hero — someone new who will slay dragons and bring back gold.

The first two words are uncomfortable, because most reps don’t really believe. So, belief is important!

But belief in what?

A  
successful  
cold caller  
has deep  
belief.

Not in themselves, or even in their company's product.

They deeply believe in  
**THE POTENTIAL VALUE OF THE MEETING**  
they are offering for the human being they are talking  
with, even if their two companies never do business  
together.

The meeting always has value.  
Because sellers are experts, willing to teach.  
And buyers are generalists, needing to learn.  
Check this belief if the cold call is failing at this point.

Listen for  
**MORE**  
than tone.

## Listen for passion

“that completely eliminates”

Insert these 3 bad things:

1. Something economic: money, risk, or time
2. Something emotional: frustration, doubt, or fear
3. Something strategic: a blocker to be removed

These must be delivered with  
the appropriate emotions in the voice:

- “Waste” is hard and flat.
- “Frustration” sounds frustrated.
- “Keeps you from” is full of disappointment.

Listen for  
the tone –  
not just the  
words.

“The reason for my call today is to get 15 minutes on your calendar to share this breakthrough with you.”

**Don't allow time for the prospect to respond to your breakthrough claim.**

You have now fulfilled your promise: to tell them in 27 seconds or less why you called.

Your tone is matter-of-fact,  
because in your mind, it's a done deal,  
and because you are certain in your belief.

*Again, listen  
for the tone –  
not just the  
words.*

**“Do you happen to have your calendar available?”**

You are not asking the prospect to do anything.

You are asking a simple question of fact.

**In a playful, curious voice.**

This is uncomfortable for a rep who doesn't truly  
believe in the value of the meeting.

So, if the words or tone vary at this point,  
check for belief.



Of  
course,  
there's  
more.

You can detect which reps need help with which parts of the conversation by stack-ranking call outcomes.

"Busy - call back" .....	Coach the opener
"Not interested - no reason" .....	Coach the opener
"Not interested - reason" .....	Eliminate marketing language
"Interested - send information" ...	Coach closing for the meeting

And you can fight "drift" with one simple tool:

## **BLITZ-AND-COACH**

Weekly is good. More often is better.

# The conclusion is simple:

**Cold calling has become essential.**

Cold calling is not easy, though —  
even at an effortless 1,000 dials per day — because  
**a great cold call is an emotional journey for the prospect**  
and, therefore, needs a combination of words and tone to  
have a hope.

Fortunately, precision cold-call scripting and coaching can  
turn rep discomfort into the predictable flow of meetings  
needed to fill pipelines, to generate new logos, and

**TO DRIVE MARKET DOMINANCE!**

# ConnectAndSell

Conversations Matter

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