





Morgan Ingram's Cold Call Script

Hey everyone, Morgan Ingram here - club member & former sales trainer at Salesforce, Slack, & Google. Today, I'm here to talk about the Fisherman's Framework, 3 steps to help you make a successful cold call.

I'm not sure if you've been fishing before, but I realized that fishing & cold calling have a lot in common.

 You throw out the cast, wait a few hours, the fish takes the bait, and you struggle with the fish

 You dial the number, wait a few minutes, get a positive connection, and you struggle with the prospect

Just like how anglers employ tried & true techniques to catch more fish, you can utilize this framework to convert more opportunities and feel more confident on the phone.

Here's how you do it:



The Waiting:
How to make impactful introductions



The Bite:
How to reverse engineer objections



The Fight:
How to fight the objections

Breaking Down The Framework



The Waiting

Make an impactful introduction that will influence prospects to listen to your pitch, rather than hanging up the phone. Two approaches below...

Name	Morgan's Talk Track	The Breakdown
Pleasant, Laugh, Arms Up (PLA)	Hey Sally - thanks for taking the call, I know I'm calling you out of the blue here! *laugh*	<p>First, thank the prospect for even taking the call in the first place.</p> <p>Next, include a genuine laugh to create levity and make the prospect feel more comfortable.</p> <p>Finally, throw your arms up to psychologically frame your body. This way, your tone will naturally come across as unassuming, which can help open up the conversation.</p>
Confident Pause	Hi Sally, this is Morgan from 30MPC *pause*	<p>By pausing after introducing yourself, you take control of the conversation & assume a position of power.</p> <p>The prospect will be inclined to clarify the situation, which opens up the opportunity for you to pitch your product.</p>



The Bite

By reverse engineering the different personas, you'll be prepared to deliver a value prop that resonates with the prospect. How do you do this? Keep reading...

Morgan's Talk Track

Our solution focuses on helping **VPs of Marketing** with their demand generation strategy as they're looking to elevate their content.

We recently just talked to a VP of marketing & they told us that *when they implemented our system, they were able to see a 30% increase in the social lift across all their platforms, which led to more conversations that generated revenue.*

The Breakdown

Go to your company's website and look for case studies with customer quotes.

For each **persona**, find one *quote* that addresses how we best solve their pains.

Utilize this to personalize your pitch.



The Fight

No cold call is complete before we address a prospect's objections. Under stressful situations, people typically revert to their natural instincts - fight or flight.

However, a 3rd instinct is often ignored, which is standing your ground. By becoming unbothered by the prospect's questions, you'll be able to create dialogue that gives you the opportunity to reel them in for that sweet meeting. You can do this by...

Steps	Morgan's Talk Track	The Breakdown
Step 1: Pause	Them: Reach back out in 6 months! Morgan: *pause*	Pause for 1 second to allow the prospect to communicate their objection.
Step 2: Acknowledge	Morgan: I completely understand that right now may not be the best time to chat - but I do have a follow-up question.	Acknowledge the prospect's objection. This will show the prospect that you're listening and understand their point of view.
Step 3: Ask the Question	Morgan: What's going to happen between now and 6 months that's preventing us from meeting today? Them: Yeah Morgan we have a website coming out & we're hiring new people - there's a lot happening!	Understand the "why" behind the objection by asking a discovery question. This will create dialogue that otherwise wouldn't have happened.
Step 4: Reel Them In	Morgan: To be completely transparent, it's going to take us probably two to three months to do a discovery, analyze what's going on, then do an effective rollout for you. Based on the information you've given me, 6 months might be too late. Would it be crazy for us to at least chat in the next couple of weeks to see if this is a potential fit? And if not, we could part ways as friends. Them: Hey that does sound reasonable - I'll meet with you in two weeks. Morgan: How's next Tuesday at 3 PM?	Utilize your newfound knowledge about the prospect's situation to explain why taking a meeting with you now, rather than later, would be the best path forward. Remember, there's always the option to stand your ground & create an opportunity for yourself, rather than let the objection end the conversation.

And that's a wrap folks!

Time to hit the phones! Want more where that came from?

Check out more of my [30MPC Club content](#) and follow me on [LinkedIn!](#)

Cheers,

Morgan Ingram

