



## TACTIC TOOLKIT

# Sarah Brazier's Cold Call Script

Sarah Brazier is known as one of the best sellers hitting the phones today. While most are hiding behind email, Sarah is booking meetings left and right by picking up the magic device called the phone!

### Below, you'll find:



Sarah's recommendation for the key components of a successful cold call.



The exact words Sarah uses to book meetings.



The 30 Minutes to President's Club breakdown of WHY what Sarah does works.

### How to use this:



Read this guide.



Print out [a] the blank cold call template on the last page and [b] the objection handling battle card.



Fill it out with your company's specific talk tracks.



## But wait, wanna be famous?

Screenshot it, **post it on LinkedIn**, and tag **@30 Minutes to President's Club** - we'll share the best cold calling scripts we get on our LinkedIn.

# The 4 Key Stages of a Cold Call that Converts



## STAGE 1

### Opening the Call

Pattern interrupt with some personality!

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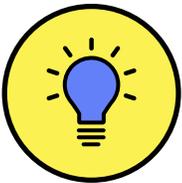


## STAGE 2

### Confirming the Current State

Demonstrate you're a peer & confirm their status quo.

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## STAGE 3

### Illuminating the Unseen Problem

Point out a little-known problem (that you solve!) with that status quo.

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## STAGE 4

### Booking the Meeting

Confirm the problem > attack the problem > ask for the meeting.

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# Sales Paradox: This Script Isn't What Actually Matters...

**Word choice doesn't really make a difference on cold calls.**

Have a plan for what you'll say, but as long as you follow the structure here, you can play with your word choice.

If you really wanna nail your next dial blitz, here's what actually will make a difference:

## tone

**Speed:** Speak uncomfortably slowly (calm confidence).

**No Uptones:** Eliminate upward inflection (not too eager).

**Laugh:** Tough objection? Laugh. (show you're comfortable).

## MINDSET

**It Ain't Easy:** Success = the number of uncomfortable conversations you're willing to have.

**Power Thru:** Regardless of call outcome, immediately move right to the next dial.

**Have Fun:** Stand up, smile and have a good time!

## FOCUS

**Block Distractions:** Shut down email, Slack, text messages.

**Do 1 Thing:** Only dial in your call blitz (research in a separate time block).

**Follow-up Later:** Save follow up emails for after your blitz.

# The Script

Call Stage	Sarah's Talk Track	Keys to Club
 <p><b>Opening the Call</b></p>	<p><b>Sarah:</b> "Hey, this is Sarah Brazier from Gong on a recorded line.... How have you been?"</p> <p><b>Them:</b> "Gong!? What's this about?"</p> <p><b>Sarah:</b> "Look, I know that nobody likes a cold call... Can I have just a couple of seconds so I can tell you why I'm calling? Then, you can tell me if I should go kick rocks or if we should continue the conversation."</p> <p><b>Them:</b> "Ok, fine. Go ahead."</p> <p><b>Sarah:</b> "Thanks. I'm wondering if you can help me out. I just got a new book of accounts and your company is in it. I'm curious if I can tell you what we do and then you can tell me if I shouldn't be prospecting your company." Can I ask a few questions, then you can tell me if there might be a fit?"</p> <p><b>Them:</b> "Sure, go ahead."</p>	<p><b>How've Ya Been?:</b> Implies familiarity (you've done your research on them.... right?)</p> <p><b>Disarming Honesty:</b> Lowers the defense, it's a cold call!</p> <p><b>Permission Based Opener:</b> Ensures they'll listen (not just hear) what comes next.</p>
 <p><b>Confirming Current State</b></p>	<p><b>Sarah:</b> "Typically when I talk to sales leaders, the way they make decisions is twofold. One, they look at the data and run some reports in their CRM to determine what's going on in their business. Two, they might bring their team into a room and try to get as much information from the front lines as possible. Does that sound about accurate?"</p>	<p><b>Current State:</b> Their current state, dangerously specific.</p> <p><b>Pulse-Check:</b> Does this sound remotely close to their experience?</p>
 <p><b>Illuminating the Unseen Problem</b></p>	<p><b>Sarah:</b> "One problem with that approach is that sales reps are notoriously bad at filling out CRM notes. Since the CRM is inherently biased and outdated, it's tough to get data to truly know what's going on in your business. Also, if you think about it, who comes to you with the most complaints or challenges? Usually it's the squeakiest wheel or the loudest complainer. But what they're telling you isn't always an accurate indicator of what the true challenges are. There could be something going on with the engine and you think it's the squeaky wheel." "Has that ever happened to you?"</p> <p><b>Them:</b> "You know, it's interesting you say that. Just the other day we ran into an issue with something similar where we could not figure out why we were losing so many deals to a new competitor. The sales team claimed it was pricing-related but I suspected differently."</p> <p><b>Sarah:</b> "Can you tell me more about that?"</p>	<p><b>The Problem:</b> Describe the unseen problem they're likely to have.</p> <p><b>Don't Pitch:</b> Fight the temptation until you drill down into a problem.</p>
 <p><b>Booking the Meeting</b></p>	<p><b>Sarah:</b> "It's interesting you said that Armand, that's the problem we're trying to solve for. We help you solve that by ingesting your conversations and showing you the data. Those insights will tell you things like why you're losing deals." "Would that warrant a longer conversation?"</p>	<p><b>Now It's Time:</b> You can pitch when they agree to a problem.</p> <p><b>Tailor The Solution:</b> Tie it to their problem</p> <p><b>Low-Friction CTA:</b> Avoid the heavy ask for a meeting.</p>

Okay, that's a killer opening riff. At this point, you've gotten ~60 seconds into the cold call and now the real fun begins. Objection time.

# The Sarah Brazier Objection Handling Guide

## A word on objections....

Most objections aren't **logical** or based on what you sell. They're **emotional** reactions to being cold called.

When you "handle" an objection, your goal is to get their **attention** back.

## Here's how you "handle" an objection:

Step 1: Agree with them & push away (pattern interrupt)

Step 2: Ask a question that incorporates what you know about them (grabs their attention)

### If you hear

### Say This

### Keys to Club

I'm not interested /  
We're all set

"All good! You woulda called me if you had been interested (laugh). I guess I was confused, I saw that you acquired XYZ customer, how are you [problem you know they are experiencing]?"

**Laugh, use your research:**  
Push away + reorient around the research that triggered your cold call.

I'm in a meeting

"No worries. Does it make sense for me to tell you the reason I'm calling, then you can tell me if I should even call you back?"

**It's not true:**  
Most folks don't answer random calls in important meetings. Ask for permission to continue.

I don't have time  
to talk

"Got it. When's a better time for me to call back?"

**Win a 2nd shot:** They'll either hang up on you or tell you to just give them a call later that afternoon. At that point, send them a calendar invite with a brief agenda or one page.

I'm not the person  
who makes these  
decisions

"Ah, I totally get that. Most people tend to buy by committee these days. In my experience people with your title doing X, tend to have an input in this. Are you responsible for that?"

**Make 'em feel important:** Call out the truth! While they might not be signing the contract, they probably will have a seat at the table for an evaluation.

# The 30 Minutes to President's Club Cold Call Template

Now, it's your turn! Fill out the below cold call template with your company's talk tracks.

Call Stage	Your Talk Track
 <b>Opening the Call</b>	
 <b>Confirming Current State</b>	
 <b>Illuminating the Unseen Problem</b>	
 <b>Booking the Meeting</b>	

**Ready? It's time to show the world your killer cold call script.**



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