

# Cold Calling Battlecard



## OPENER

### Do not use:

- Is now a bad time?
- Hi my name is \_\_\_\_\_ from \_\_\_\_\_
- How are you?

### Two killer cold call openers:

1. Permission-based opener
  2. Heard the name tossed around
- If yes, then no pitch
- If no, permission-based opener

## tone

1. Slow down
2. No uptones
3. Laugh a lot

## PROBLEM PROP

### Do not do:

- Feature listing
- The leading provider of
- Super buzzwordy (optimize, centralize, single source of truth)

### Instead:

Be dangerously crispy:

- Most salespeople hate having to scour the internet to find their prospect's direct dial phone number
- I talk to a bunch of sales leaders who get frustrated with all the time their salespeople spend hunting for contact info and accidentally calling wrong numbers from bad data

1. 80% problem, 20% solution
2. Under 30 seconds

## CLOSE

### They say yes...

- Suggest times
- "Within the first 15 minutes... you'll know whether or not it's a fit"
- Avoid "let's set up a 30 minute demo"

### If they don't have their calendar...

Force the invite: Oh, no prob... I'll toss a time on for late next week... + suggest a few others in your inbox... If that one doesn't work, mind declining and suggesting a new one?

+1 for sending Calendly link

## FAKE OBJECTIONS

### Dismissive objections:

#### Not interested/no

1. Appreciate you being honest
2. a) ASK + SWITCH:  
Typically what I see is x... does that resonate?  
b) ASK + INCENTIVIZE:  
Makes sense, you woulda called me otherwise... do you have something in place?

#### Send me an email

1. Of course!
2. What do you wanna see?
3. a) Generic (an overview, a demo)  
b) Specific (you vs competitor)
3. Incentivize them to save time

#### Call me in a quarter

1. Of course!
2. What's going on in a quarter?
3. Incentivize them to save time

## REAL OBJECTIONS

### Real objections:

#### No budget

1. Yes... makes sense
2. Ask:
  - a) Next budgeting cycle
  - b) Is there a complete freeze 100%? (exaggerate)

#### Wrong person

1. Who's the right one?
2. Best to worst:
  - a) Referral from them
  - b) Cc them a note
  - c) Use their name
  - d) Nothing, cold

#### Existing solution

1. Yes... great...
2. Find out what they're on
3. Incentivize: I'm sure you're good but we had a couple of customers switch over... wanna see why...
4. (If no meeting yet) ask one question about something we do differently