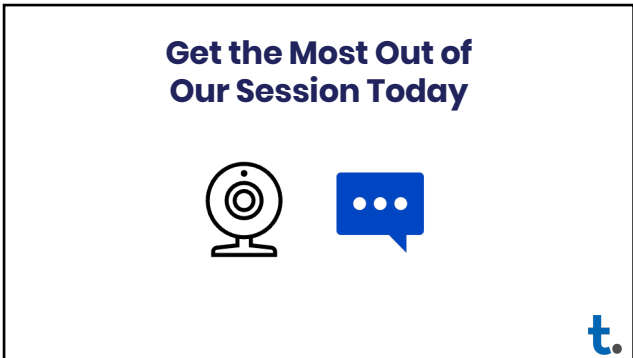




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3

Today's Objective

- The psychology of cold calling
- How to craft a compelling call
- How to close for an appointment
- Get input from the front line!



4



The Psychology

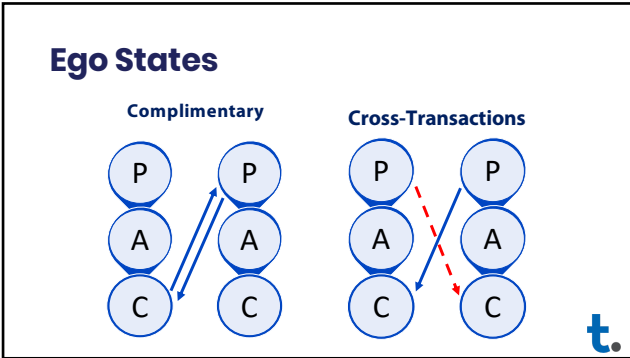
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The Psychology

- We hate to get them
- We hate to make them
- Don't try and sell – they'll object
- Help them make discoveries
- Diagnose
- Be a sales doctor



6



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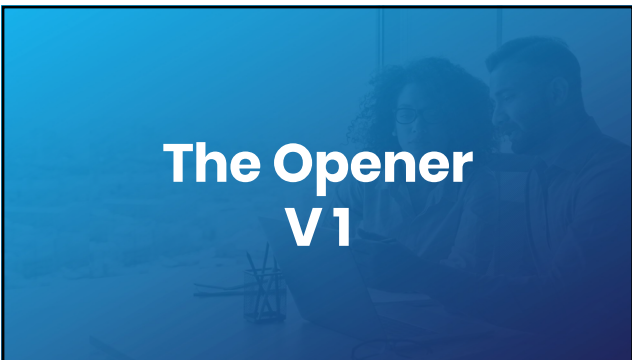
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- ### Structure
- Opener
 - Second stage
 - End game
 - Objections
- t.**

9




10



11

The Opener

- Permission based opener
- Tone: down
- “Helen, this is Tony from the Sales Academy – I know you didn’t expect me to call you today – do you mind if I take 1 minute to tell you why I called you specifically and you can tell me whether or not it makes sense for us to speak?”



12

Permission Based Opener

- You're answering 3 key questions in the prospects mind:
 - Who is this person and where are they calling from
 - Why are they calling me
 - How long is this going to take



13

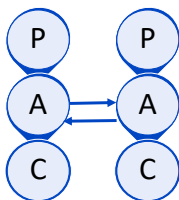
What's Happening

- You're giving them the option to opt-in
- You're giving them the perception of control
- Adult ego state



14

Ego States



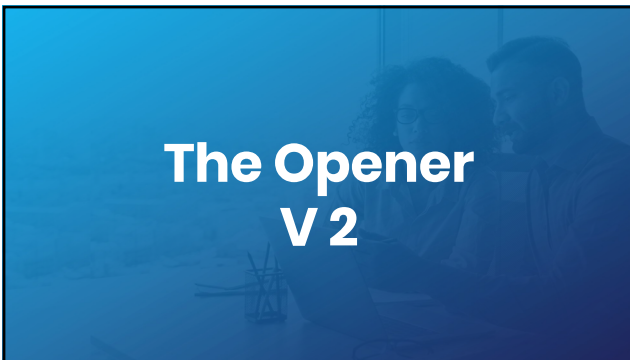
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What's Happening

- You're giving them the option to opt-in
- You're giving them the perception of control
- Adult ego state
- People are statistically more fearful of something they don't know vs something they do know



16



The Opener V 2

17

The Opener

- The 'hinge' opener
- We're all naturally intuitive
- Then we jump on a cold call and it evaporates



18

The Opener

- "Is this a cold call"
- "Yes - the reason for my call is"
- "Where did you get my details!"
- "From LinkedIn - the reason for my call is"



19

The Hinge Opener

- Tone: down
- "Helen, this is Tony from the Sales Academy - how are you?"



20

Gauge the Response

- Unemotional
 - I'm OK
 - Good - how are you?
 - They'll ask a question (flat)



21

Gauge the Response

- Emotional
 - Sound annoyed (Is this a sales call!!)
 - Sound happy (I'm great - how are you!)
 - Sound busy (noisy background)
- Pattern interrupt and address



22

Gauge the Response

- Is this a sales call!!
- I'm sorry - did I make a mistake calling you today?
- No - it's not you - I've just been in meetings all day ...



23

Gauge the Response

- Stick with them for 30 - 45 seconds to diffuse the bomb and exit their mentality that you're a seller who's going to throw your pitch at them
- Well the reason for my call today is ...



24

Takeaway
If you sound like a salesperson, they'll treat you like one

25

Gauge the Response

- I'm great – how are you!
- You sound great – and it's only a Tuesday – why so happy?
- I'm off on holiday tomorrow

t.

26

Gauge the Response

- Stick with them for 30 – 45 seconds to build rapport and prepare to transition
- Well I certainly didn't call to interrupt your holiday preparations but the reason for my call is ...

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27

Gauge the Response

- Use your emotional intelligence
- Calibrate to where they are
- You the earn the right to be heard

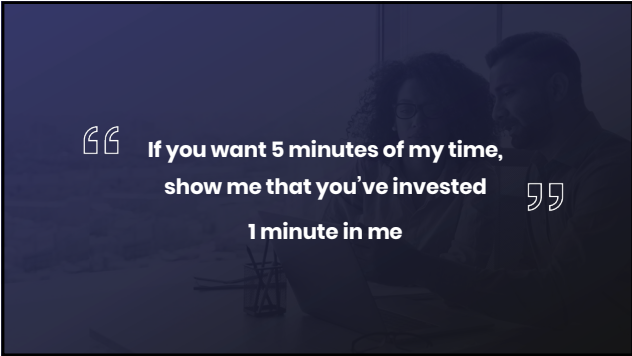


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Step 2: 30 Second Commercial

29



“ If you want 5 minutes of my time,
show me that you’ve invested
1 minute in me ”

30

Pattern Interrupt Through Personalisation

- Information about them
- LinkedIn
 - Profile
 - Posts
 - Background



31

The 30 second commercial

- Don't
 - Use buzz words
 - List features
 - The leading provider of ...
 - It's not about you



32

The 30 second commercial

- Do
 - Make it about them
 - Talk into the specific pain you think they will be experiencing
 - Under 30 seconds



33

The 30 second commercial

—Typically when I speak to office managers of law firms, they tell me they're frustrated with the number of purchase orders they have to raise for a relatively modest level of spend ...



34

The 30 second commercial

—... and I'm calling you about something I think will solve this and I'm wondering if you might be open to learning more when I'm not calling you out of the blue



35

The 30 second commercial

- If it's not a problem:
- So I guess you're not having a problem with ...
 - Erratic pricing
 - Chasing suppliers
 - Etc.




36

Step 3: The End Game

37

The Hook


- If you get a positive response
- Tell me more ...
- Can you give me an example ...
- How's that impacting on you?



38

The Close

- They say "yes"
- Suggest a date and time - within a day or 2
- Why do we want to get the meeting booked in quickly?
- The recency of conversation is top of mind



39

The Close

- If they don't have their diary
 - 'Take a stab'
 - Send a Calendly link



40

What About Objections?

41

Objections

- Why do people object?
- You're looking to close and they recognise the sell
- They throw objections in your way to slow you down
- Fake objections vs Real objections



42



Objections

- Fake Objections
 - Not interested/no
 - Send me info
 - Call me next month
- Emotional in Nature
 - Respond emotionally
 - Don't respond with logic



43

Fake Objections

- Send me information 
- We have a ton of information I could send you
... what specifically should I send you? 



44

Fake Objections

- Send me information
- Your goal is to get to the truth
- Respond to emotion with emotion
- Throw yourself under the bus



45

Fake Objections

EMOTION 

-I can certainly send you some info - but can I ask you a strange question? Usually when people ask for information it's because I've messed up my call - I'm still trying to figure all this out - did I totally miss the mark? If that's the case you won't hurt my feelings - I'm just trying to get this thing right'



46

Real Objections

- Real Objections
- Logical in Nature
- No budget
- No time
- Existing solution
- The deferred decision



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Deferred Decision

LOGICAL 

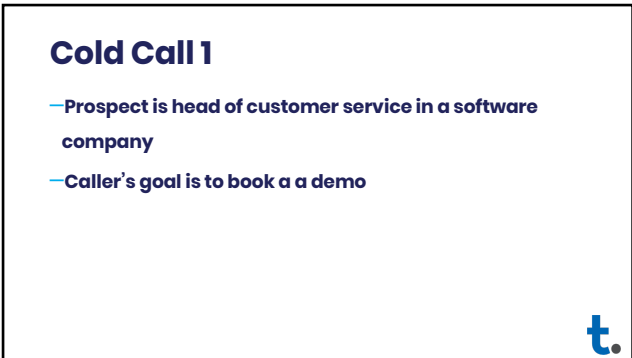
-I completely understand [no budget/no time/ existing solution] - and it's not unusual to hear that. Can I make a suggestion? We're certainly not in a rush but how about we have an initial 15 minute conversation to share how I think we can help and at least you have information for when [you have budget/time/are looking to review your existing solution]



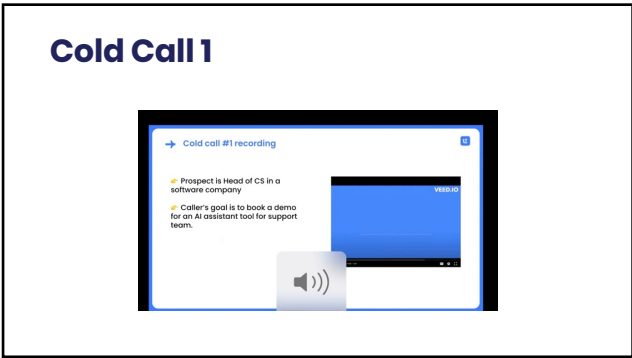
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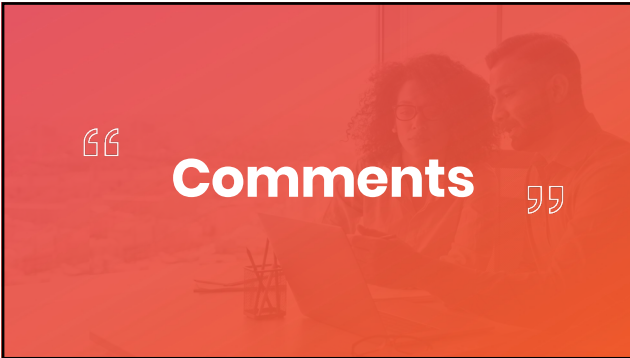
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Cold Call 2

- Prospect is the owner of a tree removal company
- Caller's goal is to send a quote to the prospect (for his lead generation company)

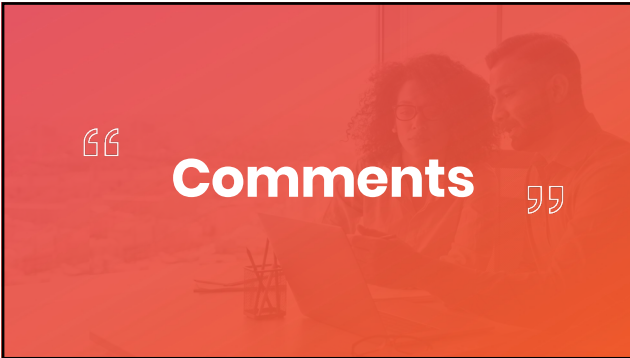


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Cold Call 2

 A screenshot of a video player interface. The video frame shows a solid blue background with the text "Hello? Yeah." in white. Below the text is a small white speaker icon with sound waves. The word "VEED." is visible in the top right corner of the video frame.


54



55

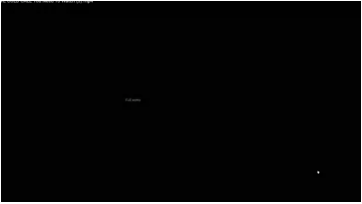
Cold Call 3

- Prospect is managing director of a mid market company
- Caller's goal is to book a meeting to sell his training programme

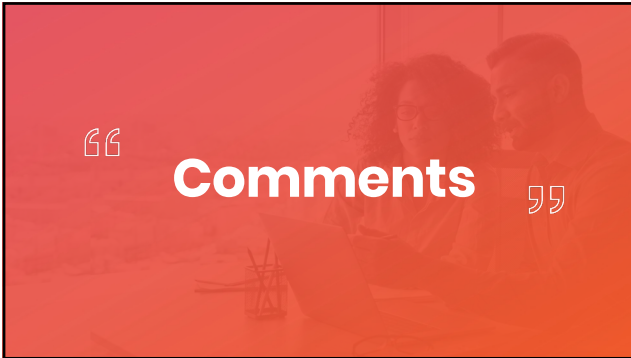


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Cold Call 3



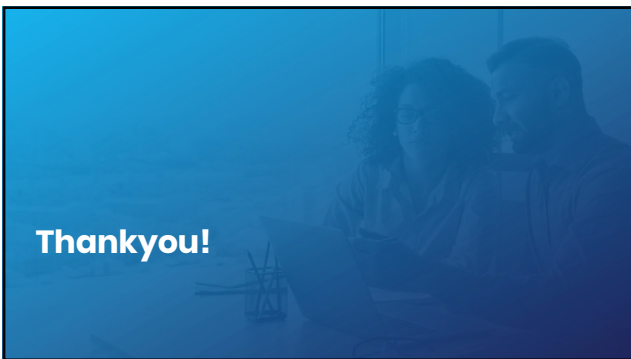
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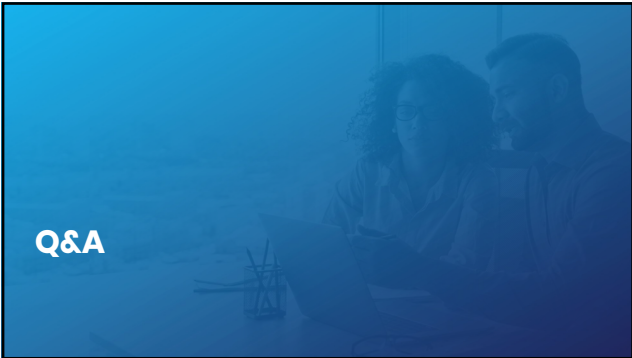
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