COLD CALL TALK TRACKS

WITH TEMPLATES

ABSTRAKT MARKETING GROUP®

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INTRODUCTION

We're not going to lie to you—cold calling is a tough skill that very few businesses know how to master. While cold calling can be a challenging lead generation strategy for many B2B companies, it remains an effective and direct way to generate new business opportunities.

Cold calling is a craft and skill that you can continuously develop, advance, and master. Recent studies prove that cold calling is still an incredibly effective way to generate new business opportunities. Over the past year, 69% of buyers have said they've taken calls from growing companies. More than 50% of senior-level buyers and decision-makers prefer to be contacted over the phone and over 80% of buyers say they accept sales meetings with salespeople that contact them first.

There is no one true way to be successful at cold calling. However, if you have an effective cold calling talk track, you're one step closer to developing a sustainable appointment setting program.

Before calling a prospective business, it's important to have a plan for what you intend to say and when to say it. By having an easy-to-follow cold calling talk track, business and sales development representatives are able to have effective and relevant conversations with leads. While these talk tracks aren't designed to be used word-for-word, they're a great starting point for any new sales team or salesperson that wants to optimize their cold calling approach.

Standard Cold Call Talk Track

A standard cold call is a general pitch when you speak with a key decision-maker (KDM). A standard cold call is designed to put a prospect in the Awareness stage of their buyer's journey. Before calling a prospective business, make sure you research the company to ensure they meet your qualifications.

When you take additional time for research before calling a prospect in the sales pipeline, you ensure that you're chasing a lead that is a high-quality business opportunity for your company. By researching the prospect online before the phone call, you can find the KDMs name, job title, email address, and other key qualifying information. This information can be found on their website, LinkedIn profile, or various sales tools like ZoomInfo. Finding this information before the call can save the time and hassle of learning it from gatekeepers who may be less willing to disclose the information.

Depending on the industry you're calling for, KDMs vary from business to business. Here are some of the most typical KDMs based on your industry*

- **Accounting:** CFO, Controller
- **Commercial Cleaning:** Plant Manager, Facility Manager
- **Commercial Roofing:** Facility Manager
- **Construction:** COO, Property Manager
- **HVAC:** Plant Manager, Facility Manager
- **LED:** Facility Manager, CEO
- **Managed Service Providers:** Technology-Focused Managers, Directors, or C-Level Executives
- **Software:** CEO/Owner/President
- **Solar:** Facility Manager, CEO
- **Telecom:** C-Level Executives, Directors, and sometimes Managers

When in doubt, if a company doesn't have a position listed above, aim to contact a C-level executive, even if it's not ideal.

*If you don't see your industry listed, contact us for further insight on the industry you serve.

Standard Cold Call Template

Hi [PROSPECT NAME], this is [YOUR NAME] over at [YOUR COMPANY NAME].

insert short pause for optional response

I've been doing some research on [PROSPECT COMPANY NAME], and I'd love to learn more about [COMMON BUYER PERSONA CHALLENGES].

At [YOUR COMPANY NAME], we collaborate with [PROSPECT INDUSTRY] businesses to help them [VALUE PROP 1, VALUE PROP 2, and VALUE PROP 3].

I was directed your way as the best person for this, is that right?

01 Option 1: "Yes, tell me more."

Great, glad I was sent in the right direction!

If they choose this option, you'll ask them details about their current solution to find out what they like about their service provider and uncover their pain points. After a more in-depth conversation about their current solution, suggest setting up a meeting between them and your internal sales rep or account executive so they can progress the relationship.

If they're not ready to set an appointment yet, suggest sending them more information via email. In this email, you can attach relevant marketing materials such as a website link, contact information, brochure, infographic, or promotional video to further their process in the sales funnel.

Standard Cold Call Template

02 Option 2: “Yes, I’m in charge of that, but I’m not interested.”

No worries, that’s completely understandable. We don’t want to step on any toes with your current solution if it’s working well for you. Do you have an email I could send some information to so you can have that on hand if anything changes?

If they agree to an email, you can integrate them into an email marketing drip campaign. If your sales department uses a customer relationship management (CRM) platform like Salesforce, lead nurturing is made much easier and seamless because emails are sent automatically on a routine basis. These emails can contain relevant content to nurture the relationship over time.

On the other hand, if they don’t agree to an email, thank them for their time and end the conversation on a good note. When a KDM declines to give an email, it’s important to remember that you don’t need to suspend the contact profile. For future calls, build a relationship with the gatekeeper to see if they’ll direct you to another KDM.

03 Option 3: “I’m not in charge of that.”

My apologies, the receptionist directed me your way for [YOUR COMPANY’S PRODUCT OR SERVICE]. Who would be the best point of contact for that?

Ideally, the initial KDM will direct your call to the new KDM. If not, call back and talk with the gatekeeper or do additional research online.

Gatekeeper Call Track

A gatekeeper is an employee that screens and directs calls for a business. Typically, a gatekeeper's job title is a receptionist, administrative assistant, or office manager.

Gatekeepers often wear many hats. Sometimes they'll direct your calls immediately; other times, they'll take more time to ask who's calling, what the call is regarding, and if the KDM is expecting your call. Many gatekeepers are trained to deny sales calls, which of course, makes the cold caller's job much more difficult.

When speaking with gatekeepers, it's important to remember that they're just doing their job. Even if a gatekeeper refuses to transfer your call, stay professional and polite. If you build trust with a gatekeeper over time, sometimes they can help you identify better KDMs for your company's product or service.

Gatekeeper Call Template

Hello, can you direct me to [PROSPECT'S NAME], please?

01 Option 1: Gatekeeper transfers you to KDM

If the gatekeeper immediately transfers you over to the KDM, follow the standard cold call template.

02 Option 2: Gatekeeper screens, give them a "mini pitch"

This is [YOUR NAME] over at [YOUR COMPANY NAME], I'm following up on an email regarding [YOUR COMPANY'S PRODUCT OR SERVICE].

"I'd like to share a bit more about why I'm calling [KDM]. We work with businesses in industries like yours and what we find when working with them and speaking to them initially is we can help [RELEVANT BUSINESS CHALLENGES IN SAID INDUSTRY]. I'm reaching out to the top players in the market because I believe you could benefit from this service and I'd appreciate your help in getting in touch with [KDM]. Can you help me?"

This approach allows you to gain the gatekeeper's trust, get them involved in the decision making, and help them to understand how your company could benefit their day-to-day operations.

For best practices on how to get past gatekeepers, check out this blog.

Prospecting Sales Call Talk Track

A prospecting sales call is when a business or sales development rep strives to learn more about a prospective business and determine if they are qualified for your company's product or service. To have an effective prospecting sales call, it's important to ask the right questions.

If your sales team has researched the prospect before the call, then they may already have a significant amount of information about the prospective company. When asking questions, it's important to be as specific as possible—the more detailed information you have about a prospect, the better opportunity you have to set up a high-quality sales appointment.

During a prospecting sales call, it's important to ask open-ended questions to gather more information about their current solution. Overall, the goal of a prospecting sales call is to ensure the business is qualified and that you could be a good fit for each other's business.

Prospecting Sales Call Template

Hi [PROSPECT NAME], this is [YOUR NAME] over at [YOUR COMPANY NAME].

insert short pause for optional response

I've been doing some research on [PROSPECT COMPANY NAME], and I'd love to learn more about [COMMON BUYER PERSONA CHALLENGES].

After your short introduction, start asking open-ended prospecting questions to gather more information. Here are some example prospecting questions to ask KDMs:

- *How are you currently handling your [YOUR COMPANY'S PRODUCT OR SERVICE]?*
- *How long have you been with [THEIR CURRENT SOLUTION]?*
- *What has been your experience with [COMMON BUYER PERSONA CHALLENGES]?*
- *How has your current provider been able to help you with [COMMON BUYER PERSONA CHALLENGES]?*
- *What would your ideal solution look like?*
- *When do you typically reevaluate these contracts?*

01

Option 1: You get a lot of information from the prospect.

Thanks for the insight on your current solution. I'd actually like to direct this conversation over to our Account Executive, [YOUR COMPANY ACCOUNT EXECUTIVE'S NAME], to talk in more detail on how we could help you out with [INSERT PROSPECT PAIN POINTS].

After you restate the prospect's pain points, suggest a few dates and times for them to meet with your company's internal sales rep or account executive. This sales meeting could occur in person, virtually over Zoom, or over the phone, depending on the appointment needs of your company.

A best practice when scheduling sales meetings is to offer them multiple appointment dates and times within the next few days. For example:

"We set some time aside tomorrow at 3:00 p.m. and the next day at 10:00 a.m. and 2 p.m., which one works best for you?"

By giving the KDM three options, you eliminate the risk of them responding with a "yes" or "no" answer. This gives them time to think about their availability. By asking for an appointment within the next few days, you decrease the risk of them declining a meeting, no-showing the appointment, or losing the urgency on why they should meet with you.

If they decline to meet for a sales appointment, request an email address to send them relevant information and nurture the relationship over time. In about two to three months (or when they say they're looking to reevaluate their contract), reach back out, remind them of the previous conversation, and set the appointment when they're closer to the end of the sales funnel.

Prospecting Sales Call Template

02 Option 2: “I’m happy with my current provider.”

No worries, that’s completely understandable. We don’t want to step on any toes with your current solution if it’s working well for you. Do you have an email I could send some information to? We’d also like to meet so we can present you with information in case your current provider drops the ball. We know how much you value your IT and it would help to have a back-up in place for you to call.”

Like the standard cold call template, if they agree to an email, you can integrate them into a nurturing email marketing campaign. However, if they don’t agree to an email, thank them for their time. When you call again in the future, connect with the gatekeeper to see if they’ll direct you to another decision-maker.

03 Option 3: *click*

If a prospect hangs up on you, don’t take it personally — it happens to every cold caller. Since they’re not ready to talk on the phone, follow up with an email. This allows them to review what your business has to offer on their own time. In this email, provide resources about your company that explain what you offer and why it’s valuable for their business. When you follow up with them in the future, you can refer to the email that was sent to them.

Follow-Up Sales Call Talk Track

If you're lucky, a prospect will agree to a sales appointment after the first pitch. However, as most cold callers are aware, this is rare. Most sales appointments come from follow-up phone calls, which means you need to have a plan in place for the next time you pitch a KDM.

Before a follow-up sales call, make sure you've tried various methods of communication, including email and social media. If you've contacted them through different platforms, they're more likely to remember you and your company's name when you follow up with them.

Follow-Up Sales Call Template

Hi [PROSPECT NAME], this is [YOUR NAME] over at [YOUR COMPANY NAME].

insert short pause for optional response

We talked back in [TIME OF LAST CONVERSATION]. We chatted a bit about [PROSPECT PAIN POINTS AND PREVIOUS CONVERSATION NOTES]. You asked for a follow up at this time to go over next steps. We're the company that [BRIEF COMPANY OVERVIEW]. We set some time aside for an informational meeting on [GIVE TWO DATES AND TIMES]. Which one works best with you?

wait for prospect response

01 Option 1: "Yes, I'd like to learn more."

If the prospect would like to learn more, follow the prospecting sales call talk track to gather more information and set up a sales appointment with your sales rep or account executive.

02 Option 2: "Yes, but I'm not interested."

That's understandable. I haven't given you enough information yet for you to be extremely interested, that's why we'd like to meet with you. If you don't mind me asking, what is it about your current provider that you're enjoying so much?

You can use their answer to the last question to overcome their objection. However, if they refuse to give you an answer, thank them for their time and follow up with them again in the future. In the meantime, you can integrate them into a lead nurturing email marketing campaign to provide top-of-mind awareness.

New KDM Sales Call Talk Track

KDMs are changing all the time. Sometimes they're promoted into new roles, and other times they're no longer with the company. This is normal and gives you the opportunity to build relationships with other decision-makers in the company.

When pitching a new KDM, mention that you used to be in contact with the person previously in their role. This gets your foot in the door with the new prospect and encourages them to listen to what you have to say. Once you discover who the new prospect is, update the contact account information with the new name, job title, email address, and direct line if they have one.

New KDM Sales Call Template

Hi [PROSPECT NAME], this is [YOUR NAME] over at [YOUR COMPANY NAME].

insert short pause for optional response

I was previously in contact with [PREVIOUS PROSPECT NAME] and I was told you'd be my new point of contact. We talked about [PREVIOUS PROSPECT PAIN POINTS AND PREVIOUS CONVERSATION NOTES], and I wanted to continue the conversation with you.

From here, you can follow the standard cold call talk track and suggest a sales meeting once you've gathered all of your information.

Client Referral Call Talk Track

KDMs are busy people. If you don't have the chance to get them on the phone, it's crucial that you leave them a voicemail that encourages them to call you back. When leaving a voicemail for a KDM, it's important that you speak slowly and clearly, so they know why you're calling and they have a reason to call you back. In addition to the KDM hearing you well, it's also beneficial for smartphone voicemail transcription.

Sales Call Voicemail Template

Hi [PROSPECT NAME], this is [YOUR NAME] from [COMPANY NAME].

I was directed your way as the best point of contact for [YOUR COMPANY'S PRODUCT OR SERVICE], and I'd love to learn more about how you handle [YOUR SERVICE])

Please call me back at [YOUR DIRECT PHONE NUMBER]. I'm looking forward to hearing from you. Thanks for your time.

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