

COLD CALLING SUCKS



(And That's Why It Works)

AUDIOBOOK GUIDE

**Armand Farrokh
and Nick Cegelski**

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INTRODUCTION: 5 MINUTES TO FIGURE OUT IF THIS BOOK IS WORTH YOUR TIME

Gong Data: How many meetings does the top rep vs the average rep book?

	Average Rep	Top Quartile Rep
# Dials¹	800	800
# Connects^a	43 (5.4%)	106 (13.3%)
# Meetings Booked^a	2 (4.6%)	18 (16.7%)


Top reps master the craft of cold calling by dialing smart, ultimately having more conversations and booking more meetings than an average rep.

Gong Data: How does cold calling impact email reply rate?

	Without Cold Calls	With Cold Calls
Email Reply Rate	1.81%	3.44% (1.9x higher)

Every cold call you make and voicemail you leave draws attention back to your emails, so you book even more meetings across other channels

Talk Track: Your Minimum Viable Cold Calling Framework

Resource #1: Your Minimum Viable Cold Calling Framework	
<p>You (Tailored Permission Opener): Emma, I just finished reading your press release about your new office opening.</p> <p>I'm gonna be honest, this is a cold call, but it is a well-researched one.</p> <p>Can I get 30 seconds to tell you why that press release prompted me to call you specifically, then you can tell me whether or not it makes sense for us to speak?</p> <p>Prospect: Sure.</p> <p>You (Problem Proposition): The reason I'm calling you is, most of the CFOs of insurance defense law firms think it's ridiculous that they have to deal with so many deductions, rejections, and appeals they get from insurance carriers after winning a big case.</p> <p>We help other insurance defense law firms cut down on bill appeals by alerting attorneys to billing guideline violations right when they're doing their time entries ...</p> <p>And I'm wondering if you might be open to learning more when I'm not completely calling you out of the blue?</p>	<p>Lead with context</p> <p>Own the cold call</p> <p>Get permission to pitch</p> <p>Triggering problem</p> <p>One-sentence solution</p> <p>Interest-based CTA</p>
	

[Link to Voiceover](#)

Resource: The Cold Calling Playbook Episode








Resource #2: The Cold Calling Playbook Episode



Link to Episode

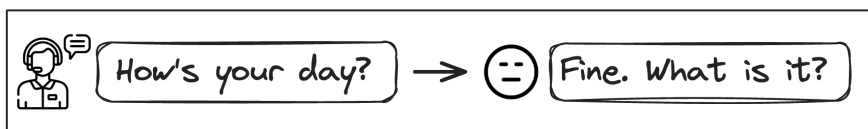
Our cold calling playbook episode from the podcast breaks down the key parts of a cold call step-by-step, including how you should *sound* on the phones.

SECTION 1: THE FIRST 60 SECONDS

<p>You are here</p> 	<p>I: The First 60 Seconds</p>	<p>II: The Rest of the Call</p>
	<p> Openers</p> <ul style="list-style-type: none"> - Heard The Name - Tailored Permission <p> Problem Props</p> <ul style="list-style-type: none"> - Triggering Problem - 1-Sentence Solution - Interest-Based CTA 	<p> The Miyagi Method</p> <ul style="list-style-type: none"> - Agree With The Objection - Incentivize Conversation - Sell The Test Drive <p> Gatekeepers + VMs</p> <ul style="list-style-type: none"> - The Gatekeeper Slideby - Double Tap Voicemails - Follow-Up Email Templates
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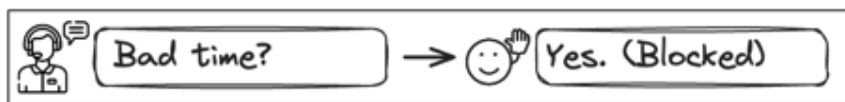
CHAPTER 1: OPENERS

Doodle: Banned Opener #1 - How's Your Day Going?



You sound like every other salesperson and it's telling the prospect that you're trying to sell them something, so they're in defense mode right out of the gate.

Doodle: Banned Opener #2 - How's Your Day Going?



This greeting lowers your status in the eyes of the prospect. It was a good enough time for them to answer, so don't backtrack as if you were being a pest.

Gong Data: Which cold call openers convert the best?

Opener ²	Success Rate
BANNED: Did I catch you at a bad time?	2.15%
BANNED: How's it going?	7.60%
Permission-Based Opener	11.18%
Heard The Name Tossed Around	11.24%

Opening the call with context about the prospect - a mutual connection, a customer in the same industry, or anything of the sort demonstrates that you're not a complete stranger.

Doodle: The Heard The Name Tossed Around Opener



The first words out of your mouth determine whether or not the prospect listens to anything else, so lead with context relevant to them, then intro yourself, then drop a “Heard the name tossed around?”

Talk Track: The Heard The Name Tossed Around Opener

Talk Track: The Heard The Name Tossed Around Opener	Steps
Hey Bill, we work with a few other partners in the Skadden LA office.	Lead with context
It's Armand from Northwestern ...	THEN intro yourself
Heard the name tossed around?	Heard the name?

Lead with context, and then create that *sit up moment* by finding a common thread between you and them such as a mutual connection. Then ask the question - “Heard the name?”



Image: The “Feet-Up” Tone



How I actually sat when recording this one—leaning back, feet up.

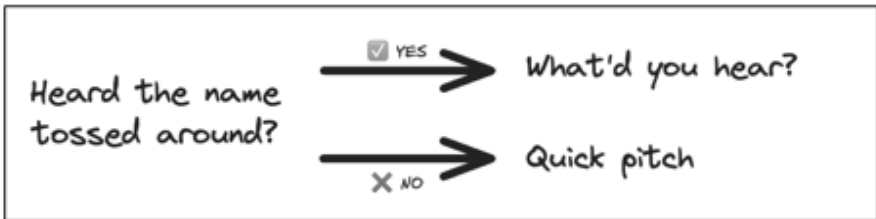
Imagine you’re leaning back in the chair with your feet up on the desk. You should sound assumptive, as if you’re expecting them to know you. Here are both a good and bad example:

Talk Tracks: Stiff (Bad) Example vs Feet-Up (Good) Example

Stiff (Bad) Example	Feet-Up (Good) Example
	

Stiff (Bad) Example x Feet-Up (Good) Example

Doodle: Transitions After “Heard The Name Tossed Around”



If they in fact have heard of your company, give ‘em a quick pitch. If not, which is most likely, stay in character and laugh it off with a joke, followed by a very short pitch.

Doodle: The Tailored Permission Opener



The Tailored Permission Opener works because it *owns* that you’re making a cold call and disarms the prospect with brutal honesty.

Talk Track: The Tailored Permission Opener

Talk Track: The Tailored Permission Opener	Steps
Emma, I just finished reading your press release about your new office opening.	Lead with context
I'm gonna be honest, this is a cold call, but it is a well-researched one.	Own the cold call
Can I get 30 seconds to tell you why that press release prompted me to call you specifically, then you can tell me whether or not it makes sense for us to speak?	Get permission to pitch

For The Tailored Permission Opener, the key is to lead with context related to the problem you solve instead of a random piece of information like their alma mater. Then own that cold call, and get permission to pitch.

Image: The “Arms-Up” Tone



Me on a real cold call, arms-up, saying, “This is a cold call.”

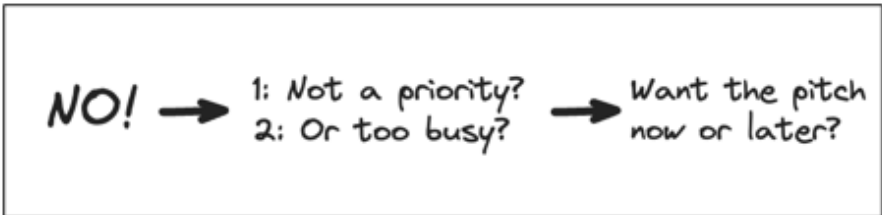
Sound confident, like you’re arms up with nothing to hide. If you sound scared or anxious, you’ll seem too junior and low status to hear out. Here are some examples:

Talk Tracks: Chipper (Bad) Example vs Arms-Up (Good) Example

Chipper (Bad) Example	Arms-up (Good) Example
	

Chipper (Bad) Example x Arms-Up (Good) Example

Doodle: What Do You Do If They Say “No”?



They're not objecting to your pitch, but objecting to your *interruption*. You need to get a conversation going to break the telemarketer perception, so *incentivize* them to share more about why they wouldn't let you proceed.

Talk Track: If They Deny Permission to Pitch (Part 1)

If They Deny Permission to Pitch (Part 1)	Steps
Shoot, my bad. Just so nobody from my team bugs you again ...	<i>Provide an incentive</i>
Is it just that I caught you at a horrible time, or is it that you already know what we do, and this just isn't a priority at all?	<i>Give them two potential reasons</i>

It's critical you provide the incentive (no more cold calls!) for them to share more, otherwise they have no reason to stay on the line.

Talk Track: If They Deny Permission to Pitch (Part 2)

If They Deny Permission to Pitch (Part 2)	Steps
I appreciate you being upfront. To be honest, I don't really love making these calls and I'm sure you're not a fan, either. Look, I did my research on ya and this isn't just a random call. Could I take 30 seconds to share what I found and then you can totally hang up on me if it's not relevant?	<i>Reveal the human behind the phone</i>

Most prospects won't really know what you do, so here you simply humanize the language and reiterate that this isn't a random spam dial, increasing your chances of getting another 30 seconds.

Talk Track: The Untailored Permission Opener

Talk Track: The Untailored Permission Opener	Steps
<p>Emma, my name's Nick with 30MPC. You're gonna hate me, but this is indeed a cold call.</p> <p>Mind if I take 30 seconds to share why I called you specifically, and then you can totally hang up on me if it doesn't make sense to speak from there?</p>	<p><i>Own the cold call (no context)</i></p> <p><i>Get permission to pitch</i></p>

Use this when you can't find observable information about your prospect. Less effective since there's no context, but certainly better than nothing.

CHAPTER 2: THE PROBLEM PROPOSITION

Image: Your product has no context without a problem



The pan doesn't matter until you remember this.

Chapter 2: Value Proposition vs. Problem

Value Proposition	Problem
Easy dog food delivery service	Never carry kibble to your car again.
Speedy home cleaning	Let us deal with the scum behind the toilet.
Home laundry service	Are you gonna lose another sock this week?
Ergonomic insoles	If you're tired of taping heel blisters ...
Nose tape for clearer breathing	Who likes breathing through one nostril?
Eucalyptus cooling blankets	Waking up at 3 a.m. sweaty?

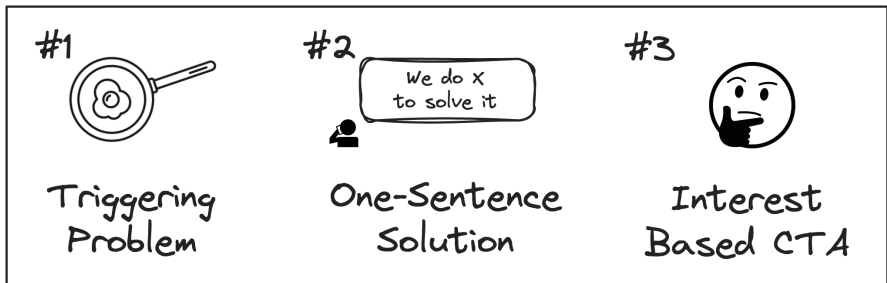
Your value proposition has no value unless it's solving a problem. Which one of these catches your eye? Hint: Problem wins every time.

Gong Data: What words should I include in my pitch?

Product Description	Success Rate
Buzzwords ³	5.5%
Social Proof ⁴	12%
Problem Language ⁵	16%

Problem language is 3x more effective than the buzzword language often used in value propositions.

Doodle: The Problem Proposition



A problem proposition is a problem described in such triggering detail that all your prospect needs to hear is one sentence that makes it go away.

Talk Track: Triggering Problem

Descriptor	Problem Statement
Base	Most CFOs tell us that billing takes a lot of time.
+ Persona	Most CFOs of Insurance Defense Law Firms tell us that billing takes a lot of time.
+ Annoyances	Most CFOs of Insurance Defense Law Firms tell us that billing takes a lot of time because of the deductions, rejections, and appeals.
+ Scenery	Most CFOs of Insurance Defense Law Firms tell us that billing takes a lot of time because of the deductions, rejections, and appeals they get from insurance carriers after winning a big case.
+ Emotion	Most CFOs of Insurance Defense Law Firms think it's ridiculous that they have to deal with so many deductions, rejections, and appeals they get from insurance carriers after winning a big case.

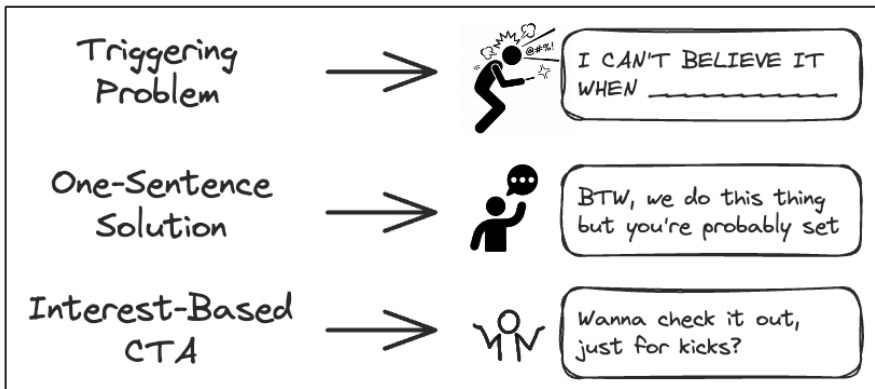
For a problem to trigger a painful memory, you need to repaint the story as if you were describing a movie scene.

Gong Data: Show Rate By Weeks From Cold Call to Meeting

Weeks from Cold Call to Meeting	Show Rate
Same week	54%
1 week out	53%
2 weeks out	53%
3 weeks out	49%
4 or more weeks out	32%


Try to schedule your meeting within the next 1-2 weeks. Data shows that the longer you wait, the less likely they are to show up.

Doodle: Pulling It All Together With Tone



Nail the tone when delivering the problem proposition by sounding emotional about the triggering problem, while taking a more casual tone during the one-sentence solution and interest-based CTA.


Full Talk Track Example 1: Selling Billing Software to Law Firms

<p>You (Tailored Permission Opener): Emma, I just finished reading your press release about your new office opening.</p> <p>I'm gonna be honest, this is a cold call, but it is a well-researched one.</p> <p>Can I get 30 seconds to tell you why that press release prompted me to call you specifically, then you can tell me whether or not it makes sense for us to speak?</p> <p>Prospect: Sure.</p> <p>You (Problem Proposition): The reason I'm calling you is most of the CFOs of insurance defense law firms think it's ridiculous that they have to deal with so many deductions, rejections, and appeals they get from insurance carriers after winning a big case.</p> <p>We help other insurance defense law firms cut down on bill appeals by alerting attorneys to billing guideline violations right when they're doing their time entries ...</p> <p>And I'm wondering if you might be open to learning more when I'm not completely calling you out of the blue?</p>	<p>Lead with context</p> <p>Own the cold call</p> <p>Ask for permission</p> <p>Triggering problem</p> <p>One-sentence solution</p> <p>Interest-based CTA</p>
	

[Link to Voiceover](#)

The Tailored Permission Opener here references a case win from their website, which usually means the firm gets to send their client a bill. From there, I highlight the most frustrating part of the billing process and include some brief social proof in my description of the solution.


Full Talk Track Example 2: Selling Insurance to Law Firm Partners

<p>Armand (Heard The Name Tossed Around Opener): Hey Nick, we work with a few other partners in the DLA Piper office.</p> <p>It's Armand Farrokh from Northwestern.</p> <p>Heard the name tossed around?</p> <p>Nick (Prospect): I don't think I have. But how can I help you?</p> <p>Armand (Problem Prop): Oh! Guess I'm not as popular as I thought.</p> <p>Well, I work with a few other partners in the office, and you all have the wonderful problem of making so much money that you have to give 45% of it back in taxes every April.</p> <p>So we've helped them with a lot of things: investing, tax planning, etc.—so you don't have to give up half your paycheck anymore.</p> <p>My guess is you've got this handled. But open to hearing more, if nothing else, so you know what's out there?</p>	<p>Lead with context</p> <p>THEN intro yourself</p> <p>Heard the name?</p> <p>Triggering problem</p> <p>One-sentence solution</p> <p>Interest-based CTA</p>
	

[Link to Voiceover](#)

Using the Heard The Name Tossed Around Opener we included that fact that we work with other partners in their office, which creates a sit-up moment. From there, we'll explain the triggering problem that other partners have, which is making way too much money and giving half of it away every year.


Full Talk Track Example 3: Selling 30MPC Sponsorships to Sales Tech

<p>Nick (Tailored Permission Opener): Armand, I just finished reading about the launch of your new power dialing tool.</p>	<p>Lead with context</p>
<p>I'm gonna be honest: this is a cold call, but it is a well-researched cold call.</p>	<p>Own the cold call</p>
<p>Can I get 30 seconds to tell you why I called, then you can totally hang up on me if it doesn't make sense to speak from there?</p>	<p>Ask for permission</p>
<p>Armand (Prospect): Hah, fine. Go for it.</p>	
<p>Nick (Problem Prop): Usually, when I talk with CMOs of Sales Tech companies, they tell me it can be really frustrating to put a ton of work into a new product launch only to have it fall on deaf ears, since the sales tech space can get really noisy.</p>	<p>Triggering problem</p>
<p>About two million salespeople follow our podcast and newsletter series, and folks like Gong and Acme advertise with us to make sure their launches never fall flat.</p>	<p>One-sentence solution</p>
<p>I think our audience would be interested in your power dialer, and I'm wondering if you'd be against learning more sometime?</p>	<p>Interest-based CTA</p>
	

[Link to Voiceover](#)

This Tailored Permission Opener leads with a product release on their website, then transitions to the problem that we solve (making sure their product launch isn't a dud). The one-sentence solution? A big announcement to over two million salespeople.


Full Talk Track Example 4: Selling Compensation Software to HR Leaders

<p>Armand (Heard The Name Tossed Around Opener): Hey Nick, we work with a few Sequoia portfolio companies.</p> <p>It's Armand from Pave.</p> <p>Heard our name tossed around?</p> <p>Nick (Prospect): No, I haven't.</p> <p>Armand (Problem Prop): Oh! Well, I work with a few other Sequoia portfolio companies, and usually their Head of People Ops is buried under a mountain of spreadsheets during merit season in Q1.</p> <p>So they use Pave to pull their payroll, equity, and comp data into one place so you never have to run merit cycles in spreadsheets again.</p> <p>I know you're probably a spreadsheet wizard. But open to taking a look so you know what's out there?</p>	<p>Lead with context</p> <p>THEN intro yourself</p> <p>Heard the name?</p> <p>Triggering problem</p> <p>One-sentence solution</p> <p>Interest-based CTA</p>
	

Link to Voiceover

Reference a mutual investor in the Heard the Name Tossed Around Opener. From there, the triggering problem is that HR leaders piece together separate confidential spreadsheets for every manager in the company to ensure comp details don't get leaked. That means *hundreds* of spreadsheets for a 1,000 person company which leads to serious compensation mistakes.







Chapter 2 Homework: Build Your Cold Call Script

Tailored Permission Opener	
Lead with Context	
Own the Cold Call	
Ask for Permission	
Heard The Name Tossed Around Opener	
Lead with Context	
Then Intro Yourself	
Heard the Name?	
Problem Proposition	
Triggering Problem	
One-Sentence Solution	
Interest-Based CTA	
	

Link to Fillout-able Table

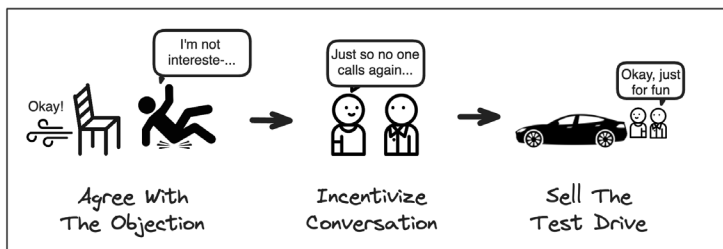
Scan the QR code and write your opener and problem proposition in the table below. Then, practice it 100 times!

SECTION 2: THE REST OF THE CALL

I: The First 60 Seconds		II: The Rest of the Call	
 <p>Openers</p> <ul style="list-style-type: none"> - Heard The Name - Tailored Permission <p>Problem Props</p> <ul style="list-style-type: none"> - Triggering Problem - 1-Sentence Solution - Interest-Based CTA 	 <p>The Miyagi Method</p> <ul style="list-style-type: none"> - Agree With The Objection - Incentivize Conversation - Sell The Test Drive  <p>Gatekeepers + VMs</p> <ul style="list-style-type: none"> - The Gatekeeper Slideby - Double Tap Voicemails - Follow-Up Email Templates 	 <p>You are here</p>	
III: How to Be a Machine			
 <p>Max Dial Conversion</p> <ul style="list-style-type: none"> - Connect Rates - Set Rates - Show Rates 	 <p>Max Dial Volume</p> <ul style="list-style-type: none"> - Best Time to Dial - Structuring Your Calendar - Hitting 40 Dials in 1 Hour 		

CHAPTER 3: HOW TO HANDLE OBJECTIONS LIKE MR. MIYAGI

Doodle: Introduction to the Mr. Miyagi Method



Redirect the prospect's objection like Mr. Miyagi redirects the momentum of a punch to dispel conflict. Agree with the objection, incentivize them to tell you more, and then sell the test drive (the meeting).

Gong Data: Cold Call Duration vs. Success Rate



It takes time to separate yourself from the initial "telemarketer" interruption and demonstrate that you're able to hold an intelligent conversation. For this reason, Gong data validates that the longer the conversation goes, the more likely you are to book the meeting.

Talk Track: Full Mr. Miyagi Example (With Tone)

Prospect: Sorry, we don't have any budget.

You (Agree): I hear ya. Nowadays, it's hard enough to keep your budget, let alone add something new.

You (Incentivize): Just so no one calls you again, is it that there's no budget for this cycle or that any spend whatsoever requires you to do a triple backflip?

Prospect: It's a bit of both, to be frank. We're really tight right now.

You (Test Drive): I get it. Hey, you're probably not gonna buy this thing now.

But if budget ever frees up, the people who get it at least have a *directional* sense of what they'd want.

Open to taking a look, so you at least know what's out there?



Link to Voiceover

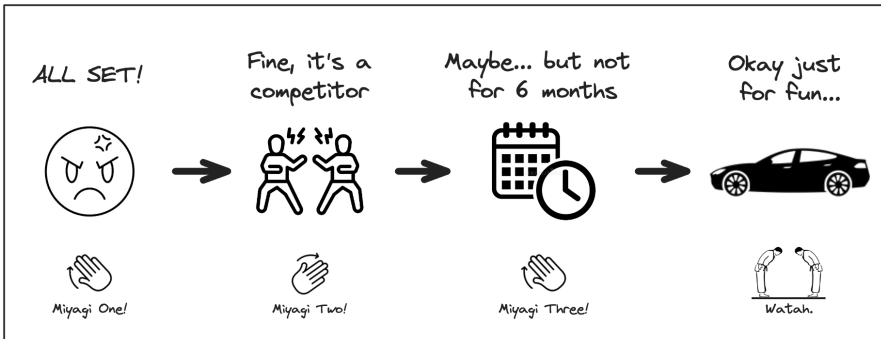
Slow down before handling the objection, laugh to show that you're a peer (and a human), and shrug when you sell the test drive to keep the pressure low.

Talk Track: Super Slow Agree Version



[Link to Voiceover](#)

Doodle: Chain Objection Handling



Sellers must be ready to handle multiple objections in a row. Prospect responds to your Problem Proposition that they're all set, Then, they reveal they are using a competitor.

Finally, they show some interest, but alas, they're under contract for another 6 months.

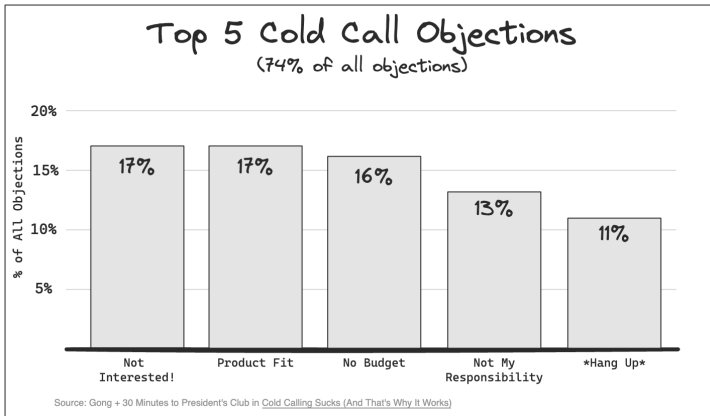
Keeping hitting them with The Miyagi Method, and eventually they'll open up and start asking *you* questions about your product.

CHAPTER 4: 18 OBJECTIONS AND HOW TO HANDLE THEM

List: 18 common objections by category:

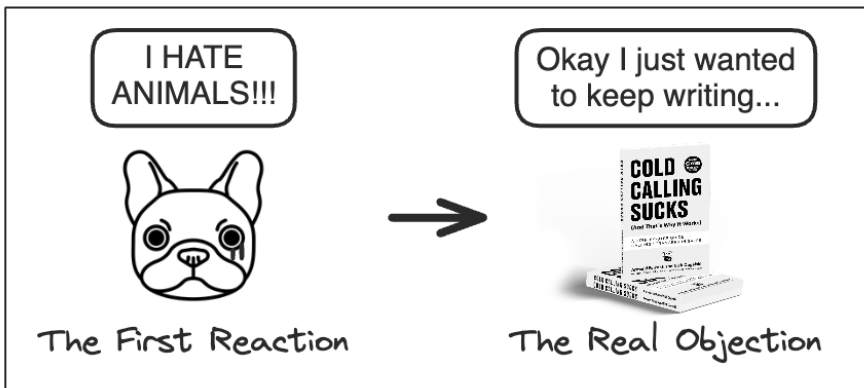
Dismissive Objections	<ol style="list-style-type: none"> 1. Not interested 2. Call me in 6 months 3. Send me some information 4. Not my responsibility 5. Where'd you get my number!? 6. I'm in a meeting 7. Is this a cold call? 8. I thought you were someone else 9. *hang up*
Situational Objections	<ol style="list-style-type: none"> 1. Too expensive 2. No budget 3. No resources/bandwidth 4. We need to hire someone first 5. Product fit (not made for us)
Existing Solution Objections	<ol style="list-style-type: none"> 1. We do it in-house 2. Competitor (known) 3. Competitor (unknown) 4. Stuck in a contract

Gong Data: Top 5 Cold Call Objections



The top 5 most common objections actually account for 74% of all objections. These can vary greatly by industry, so start with the top objections *you* receive at your company, and then build up from there.

Doodle: Dismissive Objection Overview



Dismissive objections are the most common knee-jerk reactions to a cold call. They're not real objections, they're just objecting to you calling them.

Talk Tracks: How to Be Disarmingly Blunt

If someone says ...	You say ...
Is this a cold call!?	Yes, and I'm sorry because it's going so, so poorly ...
I'm in a meeting!!	Oh, shoot! Well, if you want, you can put me on speaker to publicly apologize to the group, and I can really bomb on this one.
Where'd you get my phone number!?	It's a contact database called Banana Leads. It sounds like I really ruined your day here, so I'd be happy to send you a screenshot of what they have on file so you know what's out there.

Dispel the tension with “Disarmingly Blunt” transparency and humor. It’s really hard to get mad at someone who’s leaning into the misery of the confrontation or being extremely transparent.

Talk Track 1: Dismissive Objection - Not Interested

Prospect: I'm not interested.

You (Agree): Shoot, my bad Nick. I guess either my pitch was really crummy, or you would've reached out to *us* if you were interested.

Guilt to prevent a quick hang-up

You (Incentivize): Just so no one calls you again, could you be brutally honest with me ...

Is it that you've got a solution, you're not thinking about this problem at all, or you just hate getting cold calls? And it's okay if it's #3!

Disarmingly blunt

Prospect: We're already working with Sales Goon.

The real objection!


From here, run Miyagi again (see objection #16: competitor)



[Link to Voiceover](#)

This is the most common objection in the world, and also the most fake objection. They're not actually contemplating your product, they're just annoyed. Be blunt, agree hard, blame it on your pitch and cold calls to loosen them up. From there, use that to get them to *actually* think about why they're not interested.


Talk Track 2: Dismissive Objection - Call Me in 6 Months

<p>Prospect: Open to it, but not now. Mind calling in 6 months?</p> <p>You (Agree): Totally makes sense. I guess if you were ready now, you would've reached out to us.</p> <p>You (Incentivize): Just so I don't sound like a goon when I call back, was there something specific happening in 6 months or are you just swamped?</p> <p>Prospect: We're hiring a new CMO and nothing's changing until then.</p> <p>You (Test Drive): Yeah, I wouldn't wanna make any big decisions before then either.</p>	<p><i>Multiple-choice</i></p> <p><i>Ab, real reason.</i></p> <p><i>Push-away.</i></p>
<p>Hey, crazy idea. I know you're not gonna buy this now, but oftentimes a CMO comes in and wants to see what tools are at their disposal.</p> <p>If nothing else, would you be opposed to taking a look so that you can give her a sense of her options when she arrives?</p>	<p><i>Push-away again.</i></p> <p><i>AKA: Look good in front of the new boss</i></p>
	

Link to Voiceover

Typically a prospect says this when they're too nice to say I'm not interested. So use multiple-choice to figure out if there's a real reason to call back or if they're just "busy".


Talk Track 3: Dismissive Objection - Send Me More Information

<p>Prospect: Thanks; send me some information, and I'll take a look.</p> <p>You (Agree): Oh, for sure. I'd wanna digest it all first too.</p> <p>You (Incentivize): Just so I don't clutter your inbox, was there a specific question you had in mind or just a general overview?</p> <p>Prospect: Just a general overview.</p> <p>You (Test Drive): Ha ha, I'm the king of "this meeting should've been an email" too. But I'll be honest: those PDFs aren't gonna be relevant at all ... and you'll <i>know</i> if this is a fit in the first 15 minutes. Opposed to taking a look, and if it's not a fit, I can give you 15 back?"</p> <p>Prospect: No, no, I'd really prefer some information.</p> <p>You (Permission): Okay, waving my white flag! Before I go, mind if I ask you a brutally honest question?</p> <p>Prospect: Sure.</p> <p>You (Disarmingly Blunt) When folks tell me to send them some info, they're just too nice to tell me to go away. Is that what's happening?</p> <p>Prospect: No, of course not! I promise I'll at least take a look.</p> <p>You (The Dart): Okay, here's our deal. I'll send you the info, call out <i>exactly</i> what's relevant to you, and send a placeholder invite for next week. If you don't like it, you can just decline the invite. Fair?</p>	<p><i>Multiple-choice</i></p> <p><i>AKA: Not interested</i></p> <p><i>Disarmingly blunt</i></p> <p><i>Give them control</i></p> <p><i>Use permission for hard questions</i></p> <p><i>Call them out in compliments.</i></p> <p><i>I put time into my follow-up, you agree to read it</i></p>
	

[Link to Voiceover](#)

No one *actually* wants to read your generic marketing materials. Be disarmingly blunt and call it out.

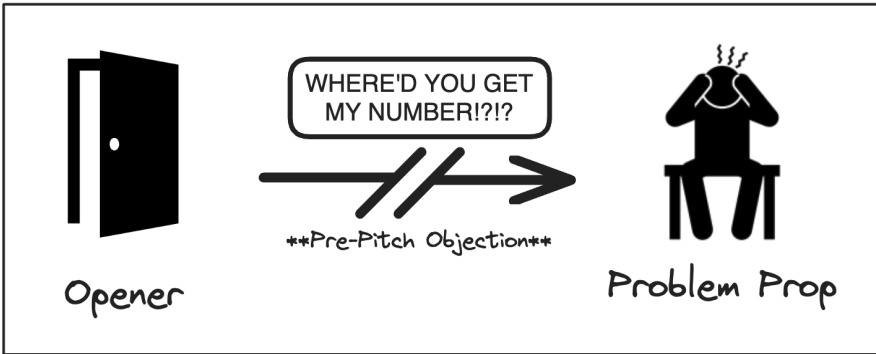
Talk Track 4: Dismissive Objection - Not My Responsibility

<p>Prospect: Yeah, that's not my responsibility.</p> <p>You (Agree): Ah, my bad. It's funny; this kind of thing usually either lives with you as the Head of Content or with your Head of Demand Generation. Guess I was wrong here.</p> <p>You (Incentivize): Just so I don't bug the wrong person, is this in Jane's court? (Their Head of Demand Generation)</p> <p>Prospect: Yeah, Jane would be the one.</p> <p>You (Permission): Could I ask you for an extremely unreasonable favor from a complete stranger?</p> <p>Prospect: Sure.</p> <p>You (Referral): I was gonna send her a note after this. Mind if I let her know we spoke?</p>	<p><i>Know the personas that buy your thing</i></p> <p><i>I'm calling her next</i></p> <p><i>Use permission for big asks.</i></p> <p><i>Note: I was already gonna reach out</i></p>
	

[Link to Voiceover](#)


Whether they're telling the truth or not, drop the name and title of the person you think *should* be responsible for evaluating your product. If they were lying, they'll fess up and give you the real objection. From there, run the Miyagi on that objection. If they're actually not the right person, your goal is to get a referral instead of a test drive.

Doodle: “Pre Pitch” Dismissive Objections



For objections that happen right after your opener, your goal is *not* to surface the real objection or sell the test drive because they literally have no idea what you do. Your goal is to get *back* to your problem proposition by agreeing, incentivizing, and pivoting back to your permission-based opener.


Talk Track 5: Pre-Pitch Dismissive Objection - Where'd You Get My Number!?

<p>Prospect (Pre-Pitch): Where'd you get my phone number!?</p> <p>You (Agree): Oh shoot! It's a contact database called Banana Leads.</p> <p>It sounds like I really ruined your day here, so I'd be happy to send you a screenshot of what they have on file so you know what's out there.</p> <p>Prospect: Well ... no that's fine, I don't need that.</p> <p>You (Incentivize): Look, I don't love making these calls, and I know you don't love getting them. But I actually prepared for this one.</p> <p>Just so no one calls you again, could I tell you why I called you <i>specifically</i>, then you can hang up on me from there?</p>	<p><i>Disarmingly blunt</i></p> <p><i>Disarmingly blunt</i></p> <p><i>Disarmingly blunt</i></p> <p><i>Permission</i></p>
	

[Link to Voiceover](#)

Be disarmingly blunt and share the name of the tool *and* offer a screenshot of their entry in that database.


Talk Track: Pre-Pitch Dismissive Objection - I'm in a Meeting!

<p>Prospect (Pre-Pitch): I'm literally in a meeting.</p> <p>You (Agree): Oh shoot! Well, if you want, you can put me on speaker to publicly apologize to the group, and I can really bomb on this one.</p> <p>Prospect: No, no ... what's this about?</p> <p>You (Incentivize): But actually, I'd <i>hate</i> to interrupt you again.</p> <p>Would you rather have me send a hold to call you back at the top of the hour or briefly tell you why I called now so I don't bug ya again?</p>	<p><i>Liar</i></p> <p><i>Disarmingly blunt</i></p> <p><i>Meet later or get it over with?</i></p>
	

[Link to Voiceover](#)

Match the ridiculousness of this objection with a laughably unreasonable ask to put you on speakerphone. From there, give them two options: a calendar invite for later or a conversation now.

Talk Track 7: Pre-Pitch Dismissive Objection - Is This a Cold Call?

<p>Prospect (After Your Opener): Is this a cold call!?</p> <p>You (Agree): Yes, and it's going so, so badly.</p> <p>Look, I know you probably hate getting cold calls. I honestly don't like making them either, but I took some time to research you personally because everyone hates telemarketers.</p> <p>You (Incentivize): Just so no one from my team ruins your day again, could I tell you why I called, and, if nothing else, you can hang up on me then if it's really not a fit?</p>	<p><i>Disarmingly blunt</i></p> <p><i>Disarmingly blunt</i></p> <p><i>Permission</i></p>
	

Link to Voiceover

They're irate, so you need to be the opposite so they feel ridiculous for reacting like a child. Call out the fact that the call is going horribly and give them the right to slam the door in your face. They'll realize they're completely out of line.

Talk Track 8: Pre-Pitch Dismissive Objection - I Thought You Were Someone Else

Prospect (After Your Opener): I thought you were someone else.

You (Agree): Well, I can change my tone of voice and pretend to be someone different if you'd like!

But actually, I hate it when I'm waiting for a call, then I pick up and someone's trying to sell me SiriusXM radio.

You (Incentivize): I'd hate to do this to you *twice*.

Could I just tell you why I called you, and I promise if that person calls you back, you can hang up on the spot?

Disarmingly blunt


Give them the out



[Link to Voiceover](#)

Awkward! But lean into it. If you act awkward, you're just a lingering annoyance. Crack a good joke and you'll usually get another shot.

Talk Track 9: Pre-Pitch Dismissive Objection -*Hang Up*

<p>Prospect (Pre-Pitch): I can't talk now; I'm crazy busy preparing for a big meeting. *hang up*</p> <p>**One Week Later**</p> <p>You (Context): Emma, you and I last spoke on October 19th around 2:30 in the afternoon. At the time, you couldn't talk because you were crazy busy preparing for a big meeting, and you admittedly hung up on me.</p> <p>You (Own the Cold Call): I know I was an interruption, and I guess I'm interrupting you now ... but I promise I prepped for this one, and I'm calling you for a reason.</p> <p>You (Permission): Could I at least tell you why I called you back, and then you can totally hang up on me from there?</p>	<p><i>Date & Time</i></p> <p><i>Guilt</i></p> <p><i>Guilt x 2</i></p> <p><i>Guilt x 3</i></p>
	

Link to Voiceover

Make a note of the date, time, and the exact words they said before hanging up. Call back a week later and use those 3 things as content in your tailored permission opener.

Talk Track 10: Situational Objection - No Budget

Prospect: Sorry, we don't have any budget.

You (Agree): I hear ya. Nowadays, it's hard enough to keep your budget, let alone add something new.

You (Incentivize) Just so no one calls you again, is it that there's no budget for this cycle or that any spend requires you to do a triple backflip?

Prospect: It's a bit of both, to be frank. We're really tight right now.

You (Test Drive): I get it. Hey, you're probably not gonna buy this thing now.

But if budget ever frees up, the people who get it at least have a directional sense of what's on their wishlist.

Open to taking a look, so you at least know what's out there?

Tells us if it's a timing or value issue

Mini push-away


Don't lose your shot to buy something



Link to Voiceover

Remove the pressure of the purchase entirely. Instead, give them a way to win more funds for their team, which is a test drive that everyone wants.

Talk Track 11: Situational Objection - Too Expensive

<p>Prospect: Your product's way too expensive.</p> <p>You (Agree): Oh, that's interesting. Look, we're never the cheapest, but we're also never astronomically expensive.</p> <p>You (Incentivize): If you don't mind me asking, just so no one calls again, was it the sheer dollar amount or the fact that you didn't see enough value for the price?</p> <p>Prospect: It looked cool, but we're paying around \$12k per year now and couldn't justify paying \$20k with you.</p> <p>You (Test Drive): Look, not crazy far off. But we can skinny this down or beef it up depending on what you need.</p> <p>You might've heard a price that included more than you needed, or maybe it wasn't clear what the extra \$8k was gonna get you.</p> <p>I'm not promising it's gonna be way cheaper, but could I at least walk you through a few options so you know what's out there?</p>	<p><i>Sticker shock or value issue?</i></p> <p><i>There's interest.</i></p> <p><i>Allude to flexibility</i></p> <p><i>While also alluding to a value issue</i></p>
	

Link to Voiceover

You won't win a pricing battle on the call. Explain that there's flexibility on price without locking yourself into a discount.


Talk Track 12: Situational Objection - No Resources/No Bandwidth

<p>Prospect: We're stretched thin and can't really can't take this on.</p> <p>You (Agree): I hear you. Literally every marketer we talk to today has 3 jobs.</p> <p>You (Incentivize): I'd hate to bug you again when you're already swamped. Mind me asking, is this just a temporary phase, or does it look like you're gonna be swamped until 2032?</p> <p>Prospect: Ha ha, feels like 2030 at this point.</p> <p>You (Test Drive): I figured. Well, I'll pencil the contract start date for January 1st, 2032 for now. Look, I <i>know</i> you're swamped. But our best customers are lean teams who need some extra firepower behind them.</p> <p>You're probably still not gonna buy this. But could I at least show you how we help other folks, just so you know what's out there?</p>	<p><i>Disarmingly blunt</i></p> <p><i>Disarmingly blunt. Have fun!</i></p> <p><i>Mini push-away</i></p>
	

[Link to Voiceover](#)

Ask if this is a now or forever bandwidth issue (with some exaggerated humor) to demonstrate that you're listening and to get them talking. Then sell the test drive where you can show them how other teams do more with less.


Talk Track 13: Situational Objection - Need to Hire Someone First

<p>Prospect: We can't take this on until we hire our new CMO.</p> <p>You (Agree): I hear you. No one wants to make a big decision that gets unwound when the new boss arrives.</p> <p>You (Incentivize): I'd hate to bug you before they're onboard; is the search just getting started, or does the new CMO have a start date?</p> <p>Prospect: The search just started, so probably 1–2 quarters.</p> <p>You (Test Drive): Yeah, you're probably not gonna buy this now.</p> <p>But oftentimes the new CMO comes in with big ideas, and she'll wanna know what's at her disposal.</p> <p>So, would you be opposed to taking a look so you have a list of things in your toolkit that you can share with the new head honcho?</p>	<p><i>The world is frozen.</i></p> <p><i>Starting next month or waiting forever?</i></p> <p><i>Push-away</i></p> <p><i>Aka: look good for the new boss</i></p>
	

[Link to Voiceover](#)

Incentivize them to share if they've already made the hire or if the search is ongoing. If the person starts next month, send a placeholder invite for then. If not, sell them on taking a look today so they have a punch list of strategies they can present to the new boss.


Talk Track 14: Situational Objection - It's Not Made for XYZ

<p>Prospect: It's really not made for enterprise companies.</p> <p>You (Agree): Hmm, you know, that's surprising to hear. But I can totally respect that you wouldn't even look at a tool if you weren't 100% sure it'd scale into the thousands of employees.</p> <p>You (Incentivize): Look, I'd hate to have someone reach out again if we're really not a fit here. Was it something with our product, support, or something else?</p> <p>Prospect: I mostly heard in my CFO networking group that you don't scale well with public companies.</p> <p>You (Sell the Test Drive): Hmm. Look, I can tell you know your stuff, and I know I'm not gonna convince you on a cold call.</p> <p>But we've had several companies go public with us, and I'd eventually be happy to make the introduction if it made sense.</p> <p>But first, could I show you how we've helped other public companies so you can see it with your own eyes?</p>	<p><i>Agree with the concern, not the reputation</i></p> <p><i>Why aren't we enterprise-ready?</i></p> <p><i>Ego booster</i></p> <p><i>Lean into social proof hard</i></p>
	

[Link to Voiceover](#)

Use multiple choice to figure out why they think they're not a fit. From there, rely on social proof to sell the test drive.

Talk Track 15: Existing Solution Objection - We Do It In-House

<p>Prospect: We're good; I manage our equity myself.</p> <p>You (Agree): Oh wow! Usually when that happens, it means you've still got those spreadsheet wizard skills.</p> <p>You (Incentivize): Honestly, sounds like it's really not a pain. Just so no one else calls, out of curiosity, you must not be doing 409A valuations or ASC 820 Expense Accounting yet right?</p> <p>Prospect: Well, we do. But we work with Acme for that.</p> <p>You (Test Drive): <i>Oh ...</i> well, the reason I ask is because most CFOs are surprised when they find out they can get those things for free because they're included for all of our software customers.</p> <p>You'll probably keep managing this yourself, but if nothing else, could I give you a sense of what it'd look like to consolidate the spend?</p>	<p><i>More ego stroking</i></p> <p><i>Trap question</i></p> <p><i>Amplify the problem with social proof</i></p> <p><i>Push-away</i></p>
	

[Link to Voiceover](#)

Use a trap question to highlight a problem and make it hard to turn down the test drive.

Talk Track 16: Existing Solution Objection - Competitor (Known)

<p>Prospect: We're using CompEx.</p> <p>You (Agree): Oh CompEx! They're a great group. Honestly, it rarely makes sense to switch if you like them.</p> <p>You (Incentivize): Hey, just so we don't bug ya again. That must mean you're not doing stock option bonuses, right?</p> <p>Prospect: Well, we are ... why?</p> <p>You (Test Drive): <i>Oh ... well,</i> other HR teams often found that managers would request bigger cash bonuses because most platforms don't let you see the value of both the cash and stock in one place. And we help with that.</p> <p>My guess is you won't switch, but could I give you a sense of how you might manage those things together, just so you know what's out there?</p>	<p><i>Never badmouth.</i></p> <p><i>Trap question</i></p> <p><i>Amplify the problem with social proof.</i></p> <p><i>Push-away</i></p>
	

[Link to Voiceover](#)

Leverage trap questions again to shine a light on your competitor's weakness and the problem it creates for your prospect.


Talk Track 17: Existing Solution Objection - Competitor (Unknown)

<p>Prospect: We're already working with another vendor.</p> <p>You (Agree): Oh, I should've assumed you had something in place.</p> <p>You (Incentivize): Just so I mark this one as dead, must be CompEx, Compensatory, or Comptastic, right?</p> <p>Prospect: Yeah, it's CompEx.</p> <p><i>**Got the competitor, run Miyagi again**</i></p> <p>You (Agree): Yeah, honestly, it rarely makes sense to switch.</p> <p>You (Incentivize): Hey, just so we don't bug ya again. That must mean you're not doing stock option bonuses, right?</p> <p>Prospect: Well, we are ... why?</p> <p>You (Test Drive): <i>Oh ... well,</i> other HR teams often found that managers would request bigger cash bonuses because most platforms don't let you see the value of both the cash and stock in one place. And we help with that.</p> <p>My guess is you won't switch, but could I give you a sense of how you might manage those things together, just so you know what's out there?</p>	<p><i>Multiple-choice</i></p> <p><i>Got the competitor!</i></p> <p><i>Trap question</i></p> <p><i>Amplify the problem with social proof</i></p> <p><i>Push-away</i></p>
	

Link to Voiceover

Use multiple choice to show them that you know the most common options on the market, then run the Miyagi on that competitor.

Talk Track 18: Existing Solution Objection - Stuck In A Contract

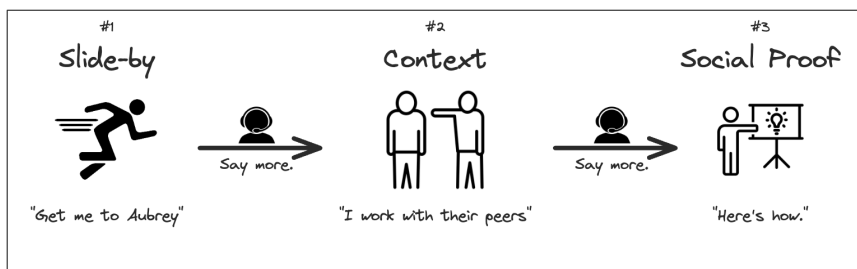
<p>Prospect: We're already under a 12-month contract.</p> <p>You (Agree): Oh, I should've assumed you had something in place.</p> <p>You (Incentivize): Just so I mark this one as dead, must be CompEx, Compensatory, or Comptastic, right?</p> <p>Prospect: Yeah, it's CompEx.</p> <p><i>**Got the competitor, run Miyagi again**</i></p> <p>You (Agree): Yeah, honestly, it rarely makes sense to switch.</p> <p>You (Incentivize): Hey, just so we don't bug ya again. That must mean you're not doing stock option bonuses, right?</p> <p>Prospect: Well, we are ... why?</p> <p>You (Test Drive): <i>Oh ... well,</i> other HR teams often found that managers would request bigger cash bonuses when they can't see the value of both the cash and stock in one place. And we help with that.</p> <p>My guess is you won't switch until your contract is up, but could I give you a sense of how you might manage those things together, just so you know what's out there?</p>	<p><i>Multiple-choice</i></p> <p><i>Got the competitor!</i></p> <p><i>Trap question</i></p> <p><i>Amplify the problem with social proof.</i></p> <p><i>Only Change: Push-away the rip and replace</i></p>
	

Link to Voiceover

Remove the pressure of the sale *today* when you sell the test drive. Prioritize handling the competitor first. Then get them to take a test drive by removing the pressure of the rip and replace today.

CHAPTER 5: GATEKEEPERS AND VOICEMAILS

Doodle: The Gatekeeper Triple Bypass



When the gatekeeper answers, try to *slide-by* by asking to be put through. If they stop you, *share context* for your call, not what your product does. Stopped again? Lean on *social proof* to explain what you do.

Talk Track: The Gatekeeper Triple Bypass

Gatekeeper: Aubrey Graham's office.

Nick (Slide-by): Hey, could you get me over to Aubrey? It's Nick.

Gatekeeper: What's this regarding?

Nick (Context): I work with a few other Skadden partners in the LA office, would you let him know that it's Nick Cegelski?

Gatekeeper: I need to see if he's available. What company are you with?

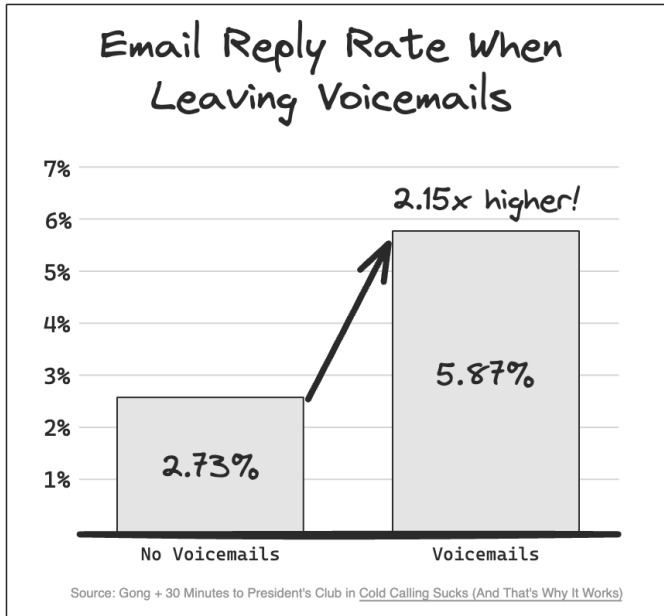
You (Social Proof): We help a couple other partners in the office with their tax planning; it's Northwestern Mutual. I sent him a note the other day, mind letting him know it's Nick?



[Link to Voiceover](#)

At this point you'll have to explain what you do. Instead of using a problem proposition or a pitch, use social proof to establish yourself as a familiar face who works with their peers.

Gong Data: Email Reply Rate When Leaving Voicemails



Your email reply rate jumps up by 2.15x for every email you send after leaving a voicemail.

Doodle: Double Tap Voicemails

The doodle illustrates two voicemail strategies:

- VM 1: 15 Seconds Context Only**: Shows two stick figures talking. Below the figures is the text: "We work with your peers. (check your email)".
- VM 2: 30 Seconds Context + Social Proof**: Shows a stick figure pointing to a presentation board with a lightbulb icon. Below the figure is the text: "Here's how. (check your email)".


Leave two voicemails. One with context only, the other with context and social proof. Point to your email in both of them.

Gong Data: Email Reply Rate By Number of Voicemails

Voicemail #	Email Reply Rate
0 Voicemails	2.73%
1 Voicemail	6.11%
2 Voicemails	5.34%
3+ Voicemails	2.20%

Gong data shows that once you get to three or more voicemails, they were less likely to reply anyway.

Talk Track: Voicemail #1 (15 Seconds, Context Only)

Talk Track: Voicemail #1 (15 Seconds, Context Only)
<p>[Context] Nick, we work with a few Skadden partners in the LA office.</p> <p>[Direct to Email] No need to call back. I'm literally about to hit send on an email.</p>
<p>[Incentivize the Reply] Just so we don't play phone tag, mind replying and letting me know if it's even moderately interesting?</p> <p>[Introduction] It'll come from Armand at Northwestern, cheers.</p>


Link to Voiceover

Lead with the most important piece of context you have, then save the *entire pitch* for the email.

Talk Track: Voicemail #2: 30 Seconds, Context + Social Proof

Talk Track: Voicemail #2 (30 Seconds, Context + Social Proof)

[Context + Social Proof] Nick, we work with a few Skadden partners in the LA office ... on their tax planning amongst other things.

[Direct to Email] I'm sure you've got that taken care of, but I'm about to press send on an email to give you a sense of what we're doing with those other folks.

[Incentivize the Reply] Just so we don't play phone tag, mind replying and letting me know if it's even moderately interesting?

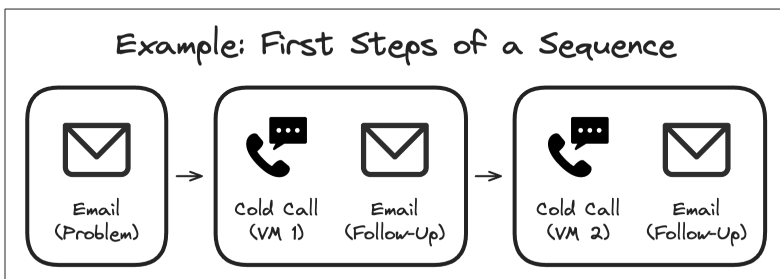
[Introduction] It'll come from Armand at Northwestern, cheers.



Link to Voiceover

Lean on social proof to explain *how we* work with their peer, but still leave the detail for the email. Very similar approach we took with gatekeepers, only revealing more information as needed.

Doodle: How Should My Emails Tie to My Cold Calls?



The first few steps of an outreach sequence should typically look like this.

Sequence Email #1

Subject: Sequoia <> Acme <> Pave

Hey Jane, noticed your team was backed by Sequoia.

When you're leading HR at a fast-growing Sequoia-backed company, it often drives you crazy to see employees ask for *another* raise when the value of their equity just tripled.

So, we've built total rewards statements for other Sequoia portfolio companies so their employees can see the value of their equity, cash, and benefits in one place (and realize life's not so bad).

Open to taking a look?

Include everything you'd cover in the first 60 seconds of a call. Context, triggering problem, one-sentence solution, and interest-based call-to-action.

Sequence Email #2

Subject: Re: Sequoia <> Acme <> Pave

Hey Jane, just left you a voicemail.

Any thoughts?

After the first email, use short voicemails and emails like this to draw attention back to the 1st email.

Sequence Email #3

Subject: Re: Re: Sequoia <> Acme <> Pave

Hey Jane, tried you over the phone again.

Here's a case study I thought might be helpful for more context.

Mind letting me know if this isn't a fit?


Same approach we took with gatekeepers and voicemails. Slowly give more information to draw out a reply as needed - a case study, a short demo video, etc.

Resource: Armand's 30-Day Outbound Sequence Template



[Link to Template](#)

Chapter 5 Homework: Double Tap Voicemail Script

Voicemail 1: Context Only	[Context] [Direct to Email] [Incentivize the Reply] [Introduction]
Voicemail 2: Context and Problem	[Context + Social Proof] [Direct to Email] [Incentivize the Reply] [Introduction]
	

[Link to Fillout-able Table](#)

Write down your Double Tap voicemail script and get this thing on autopilot. Practice it so many times that you waste no words.

A Small Request to Close Section 2: An Honest Review






Review *Cold Calling Sucks (And That's Why It Works)*



[Link to Amazon Review](#)

If you're liking the read so far, it would mean the world if you took two seconds to give us an honest review on Amazon.

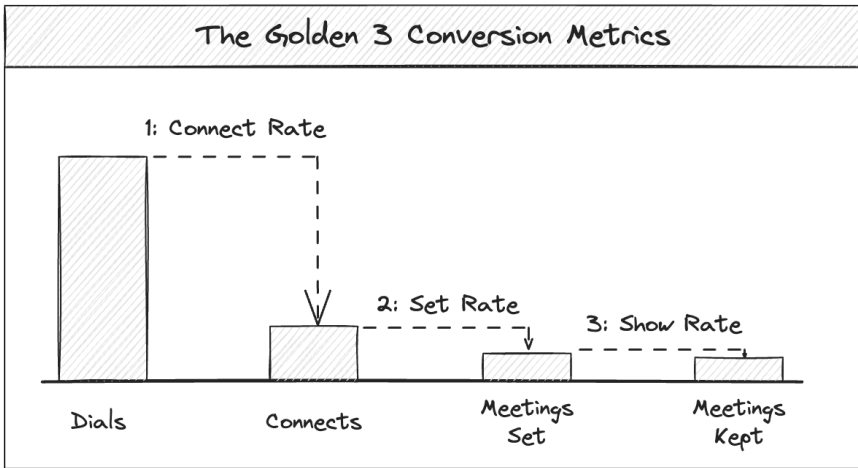
SECTION 3: HOW TO BE A MACHINE

I: The First 60 Seconds	II: The Rest of the Call
 <p>Openers</p> <ul style="list-style-type: none"> - Heard The Name - Tailored Permission <p>Problem Props</p> <ul style="list-style-type: none"> - Triggering Problem - 1-Sentence Solution - Interest-Based CTA 	 <p>The Miyagi Method</p> <ul style="list-style-type: none"> - Agree With The Objection - Incentivize Conversation - Sell The Test Drive  <p>Gatekeepers + VMs</p> <ul style="list-style-type: none"> - The Gatekeeper Slideby - Double Tap Voicemails - Follow-Up Email Templates
III: How to Be a Machine	
 <p>Max Dial Conversion</p> <ul style="list-style-type: none"> - Connect Rates - Set Rates - Show Rates 	 <p>Max Dial Volume</p> <ul style="list-style-type: none"> - Best Time to Dial - Structuring Your Calendar - Hitting 40 Dials in 1 Hour

You are here

CHAPTER 6: HOW TO MAXIMIZE YOUR DIAL CONVERSION

Doodle: The Golden 3 Conversion Metrics



The Golden 3 Conversion Metrics dictate the number of meetings you keep when you make 100 cold calls.

Gong Data: Benchmarks for Connect Rates, Set Rates, Set Rates

	Average Rep	Top Quartile Rep
Connect Rate	5.4%	13.3% (2.5x better)
Set Rate	4.6%	16.7% (3.6x better)
Show Rate	56.9%	72.5% (1.3x better)



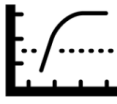

Significant difference, now see below to see just *how* big of a difference this actually makes.

Gong Data: Average Rep Conversion vs. Top Rep Conversion

	Avg Rep	Top Rep	Difference
# Dials	800	800	Unchanged
# Connects	43	106	2.5x the conversations
# Meetings Set	2	18	9.0x the meetings set
# Meetings Kept	1	13	13x the meetings kept

On the same number of dials, the top quartile seller gets 13x the results.

Doodle: Four Ways to Maximize Your Connect Rate

 <p>Mobile + Direct Lines</p>	 <p>Mark Your Tracks (1, 3, 4917)</p>
 <p>Law of Diminishing Returns</p>	 <p>Prevent Spam Tag</p>

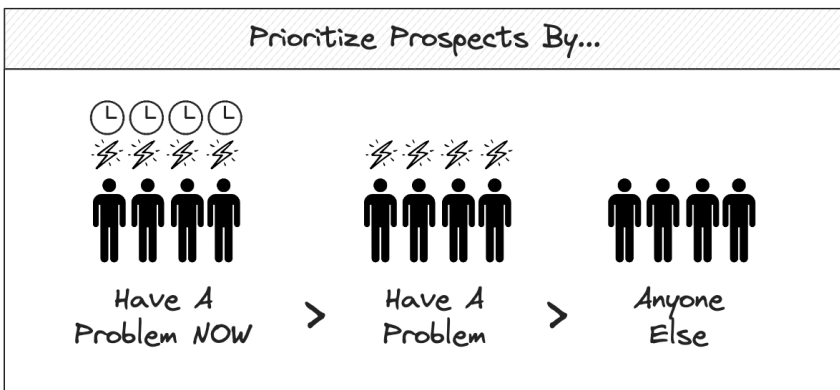
These are the places to focus to create dialing efficiency and maximize your connect rate.

Doodle: Mark Your Tracks

Blank = Unconfirmed	It rings 4+ times, but it's a generic voicemail, so you're not sure it's them yet.
Green = Confirmed	You're 100% sure it's the right person. Rings multiple times and their VM greeting confirms it's them. These are the numbers to call!
Yellow = Not Sure	Smells fishy. Ex: Busy lines or one-ring-straight-to-voicemail. If it happens again on the next dial, move it to Bad.
Red = Bad	Repeated busy lines, fax lines, wrong numbers. Once you've marked a number as red, never waste a dial on it again.

Your first set of calls through a new list of numbers should be the last time you sit through a long phone tree or call a screeching fax machine. As you dial, mark the quality of each number as red, yellow, or green so you remember which ones are good or bad.

Doodle: How to Maximize Your Meeting Set Rate



Calling people who actually have a problem and need to solve it now is the best way to increase your set rate.

Email Template: Day-Before Confirmation Email

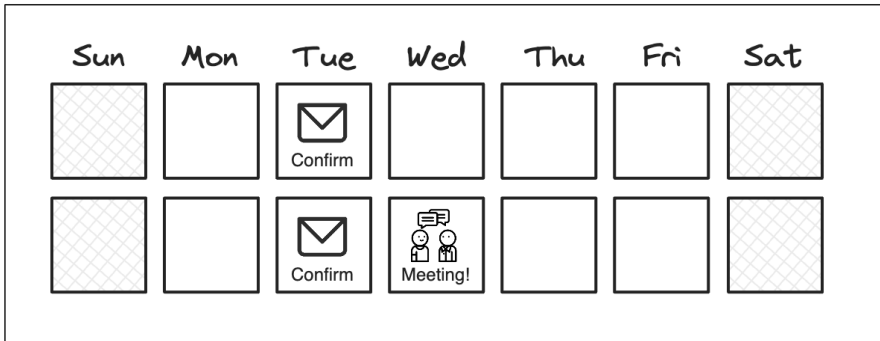
Example Day-Before Confirmation Email

Hey Jane, looking forward to our chat tomorrow.

By the way, saw that you all announced the new hydraulic potato peeler—excited to hear more live.

Send a confirmation email the day before the meeting. Don't ask if the meeting is on, assume it's on and include something that shows you've taken the time to prepare.

Doodle: When to Confirm Meetings



For a meeting 2+ weeks out, send *both* a day-before and a week-before confirmation. First email can be the same as the day before example above, and then the second email can be a simple bubble-up.

Email Template: No Show Email


Example No-Show Email
<p>Hey Jane, bummed that we missed you earlier.</p> <p>We take time to prepare for all of our calls, and we were looking forward to our chat.</p> <p>I moved the invite a few days out, mind letting me know if that one works or if these other ones below are better? (include backup times)</p>

If they no-show, don't delete the invite but rather move it 3-4 days out, then send backup times over email, using a touch of guilt in your message.

Chapter 6: Putting It All Together - Your Golden 3 Cheat Sheet

	Average	Top Quartile	How to Improve It
Connect Rate	5.4%	13.3%	<ul style="list-style-type: none"> - Prioritize mobile and direct lines - Document your tracks - Abide by the law of diminishing returns - Avoid getting spam-tagged
Set Rate	4.6%	16.7%	<ul style="list-style-type: none"> - Master your phone skills - Call the right companies - Call the right people - Call at the right moment
Show Rate	56.9%	72.5%	<ul style="list-style-type: none"> - Send 1-2 confirmation emails - Email and call during the no-show - Punt the invite after the no-show

Chapter 6 Homework: Your No Crappy Dials Punch List

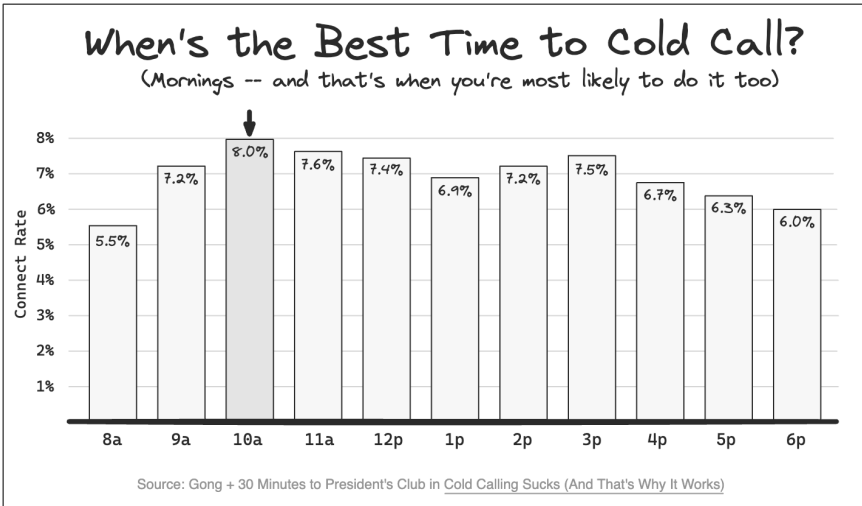
Step 1: Account Disqualifiers	1. 2. 3.
Step 2: Top 5 Buying Signals	1. 2. 3. 4. 5.
Step 3: People to Contact	Above the Line: At the Line: Below the Line:
Step 4: Intent Signals	1. 2. 3.
	

[Link to Fillout-able Table](#)

Use the table to build your own 4-step research punch list, then run your account list from top to bottom. Knowing exactly what you're looking for before you start your account research will allow you to tear through most accounts in under minutes without getting distracted by every random detail on the website.

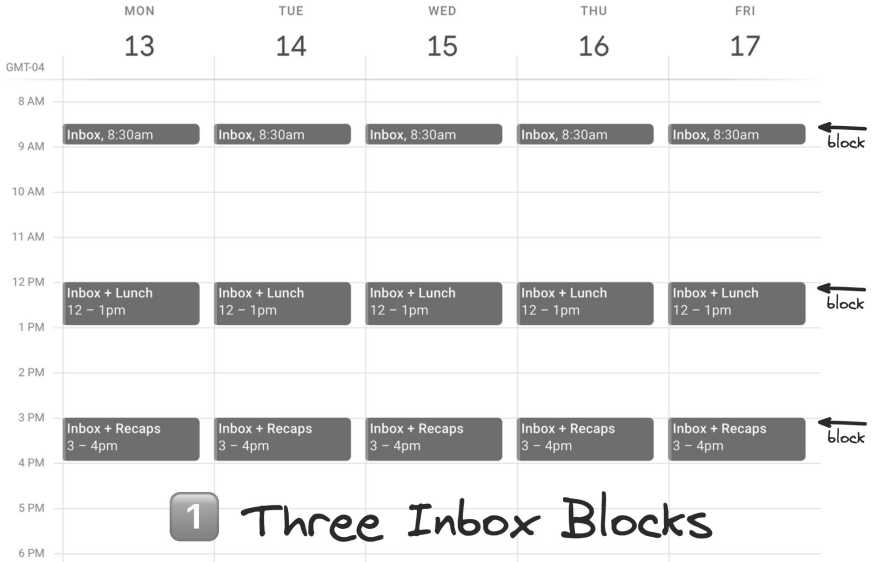
CHAPTER 7: HOW TO MAKE MORE COLD CALLS IN LESS TIME

Gong Data: Mornings Are Best Time to Cold Call



Morning person or not, Gong data shows that the best time to call is in the morning. From there, you'll be primed to tackle more and more revenue-generating activities to extend your lead for the day.

Calendar Image 1: Confine Your inbox to 8:30 a.m., 12:00 p.m., and 3:00 p.m.



Tame your inbox (and internal chat) to 3 windows at 8:30 a.m., 12 p.m., and 3 p.m. These 3 windows create peace of mind when you're prospecting. You *know* you'll be able to check your inbox every 3 hours, so you can close it entirely when prospecting.

Calendar Image 2: Set Two Prospecting Blocks in The Morning and One in the Afternoon

	MON 13	TUE 14	WED 15	THU 16	FRI 17
GMT-04					
8 AM					
9 AM	Inbox, 8:30am	Inbox, 8:30am	Inbox, 8:30am	Inbox, 8:30am	Inbox, 8:30am
10 AM	Cold Calls 9 – 10am	Cold Calls 9 – 10am	Cold Calls 9 – 10am	Cold Calls 9 – 10am	Cold Calls 9 – 10am
11 AM	Cold Emails 11am – 12pm	Cold Emails 11am – 12pm	Cold Emails 11am – 12pm	Cold Emails 11am – 12pm	Cold Emails 11am – 12pm
12 PM	Inbox + Lunch 12 – 1pm	Inbox + Lunch 12 – 1pm	Inbox + Lunch 12 – 1pm	Inbox + Lunch 12 – 1pm	Inbox + Lunch 12 – 1pm
1 PM	Flex Prospecting 1 – 2pm	Flex Prospecting 1 – 2pm	Flex Prospecting 1 – 2pm	Flex Prospecting 1 – 2pm	Flex Prospecting 1 – 2pm
2 PM					
3 PM	Inbox + Recaps 3 – 4pm	Inbox + Recaps 3 – 4pm	Inbox + Recaps 3 – 4pm	Inbox + Recaps 3 – 4pm	Inbox + Recaps 3 – 4pm
4 PM					
5 PM	<div style="border: 1px solid black; border-radius: 10px; padding: 2px 10px; display: inline-block;">2</div> Three Prospecting Blocks				
6 PM					

One hour for cold calling, one hour for cold emails, one hour for flex prospecting. The first two blocks get you to quota. The third block gets you to President’s Club.

Calendar Image 3: Take Customer Calls in the Afternoon or Morning Gaps

	MON 13	TUE 14	WED 15	THU 16	FRI 17
GMT-04					
8 AM					
9 AM	Inbox, 8:30am	Inbox, 8:30am	Inbox, 8:30am	Inbox, 8:30am	Inbox, 8:30am
9 AM	Cold Calls 9 – 10am	Cold Calls 9 – 10am	Cold Calls 9 – 10am	Cold Calls 9 – 10am	Cold Calls 9 – 10am
10 AM	Customer Calls 10 – 11am	Customer Calls 10 – 11am	Customer Calls 10 – 11am	Customer Calls 10 – 11am	Customer Calls 10 – 11am
11 AM	Cold Emails 11am – 12pm	Cold Emails 11am – 12pm	Cold Emails 11am – 12pm	Cold Emails 11am – 12pm	Cold Emails 11am – 12pm
12 PM	Inbox + Lunch 12 – 1pm	Inbox + Lunch 12 – 1pm	Inbox + Lunch 12 – 1pm	Inbox + Lunch 12 – 1pm	Inbox + Lunch 12 – 1pm
1 PM	Flex Prospecting 1 – 2pm	Flex Prospecting 1 – 2pm	Flex Prospecting 1 – 2pm	Flex Prospecting 1 – 2pm	Flex Prospecting 1 – 2pm
2 PM	Customer Calls 2 – 3pm	Customer Calls 2 – 3pm	Customer Calls 2 – 3pm	Customer Calls 2 – 3pm	Customer Calls 2 – 3pm
3 PM	Inbox + Recaps 3 – 4pm	Inbox + Recaps 3 – 4pm	Inbox + Recaps 3 – 4pm	Inbox + Recaps 3 – 4pm	Inbox + Recaps 3 – 4pm
4 PM					
5 PM	<div style="display: flex; align-items: center; justify-content: center;"> <div style="border: 1px solid black; border-radius: 50%; width: 30px; height: 30px; display: flex; align-items: center; justify-content: center; margin-right: 10px;">3</div> <h3 style="font-size: 2em; margin: 0;">Customer Calls in Gaps</h3> </div>				
6 PM					

Cold calls at 2 p.m. feel awfully heavy, but taking a meeting with a customer who isn't trying to hang up on you tends to sap much less energy.






Calendar Image 4: Move All Administrative Tasks to the End of the Day

	MON 13	TUE 14	WED 15	THU 16	FRI 17
GMT-04					
8 AM					
9 AM	Inbox, 8:30am	Inbox, 8:30am	Inbox, 8:30am	Inbox, 8:30am	Inbox, 8:30am
10 AM	Cold Calls 9 – 10am	Cold Calls 9 – 10am	Cold Calls 9 – 10am	Cold Calls 9 – 10am	Cold Calls 9 – 10am
11 AM	Customer Calls 10 – 11am	Customer Calls 10 – 11am	Customer Calls 10 – 11am	Customer Calls 10 – 11am	Customer Calls 10 – 11am
12 PM	Cold Emails 11am – 12pm	Cold Emails 11am – 12pm	Cold Emails 11am – 12pm	Cold Emails 11am – 12pm	Cold Emails 11am – 12pm
1 PM	Inbox + Lunch 12 – 1pm	Inbox + Lunch 12 – 1pm	Inbox + Lunch 12 – 1pm	Inbox + Lunch 12 – 1pm	Inbox + Lunch 12 – 1pm
2 PM	Flex Prospecting 1 – 2pm	Flex Prospecting 1 – 2pm	Flex Prospecting 1 – 2pm	Flex Prospecting 1 – 2pm	Flex Prospecting 1 – 2pm
3 PM	Customer Calls 2 – 3pm	Customer Calls 2 – 3pm	Customer Calls 2 – 3pm	Customer Calls 2 – 3pm	Customer Calls 2 – 3pm
4 PM	Inbox + Recaps 3 – 4pm	Inbox + Recaps 3 – 4pm	Inbox + Recaps 3 – 4pm	Inbox + Recaps 3 – 4pm	Inbox + Recaps 3 – 4pm
5 PM	Find Accounts 4 – 6pm	Find Contacts 4 – 6pm	Sequence Contacts 4 – 6pm	Find Accounts 4 – 6pm	Find Contacts 4 – 6pm
6 PM					

4 Admin at END of day

All of the administrative tasks that occur within the world of sales but aren't really the revenue-generating activities should be left for the end of the day. This includes internal meetings, deal correspondence, and list building.

Doodle: How to Hit 40 Dials in an Hour

How to Hit 40 Dials in an Hour		
 60 Dials Locked & Loaded	 Dial For A Full 60 Minutes	
 Set A 40-Dial Goal	 Close EVERY THING	 Don't Linger Between Dials

Prep work done. 60-minute call block on the calendar. 40-dial goal set. Distractions closed. Don't linger between dials.

Gong Data: How Many Dials It Takes to Keep One Meeting?

What It Takes to Keep One Meeting	#	Notes
Meetings kept	1.0	Our goal
Meetings set	1.4	72.5% show rate
Connects	10	16.7% set rate
# Dials to keep one meeting	62	13.3% connect rate

From there, figure out how many meetings you need to hit quota.

Gong Data: How Many Meetings You Need to Hit Quota?

Monthly Goal	Amount	Notes
Revenue Goal	\$100,000	This is your monthly quota
Pipeline Goal	\$400,000	25% win ratio
Opportunity Goal	10	\$40,000 average deal size
Meeting Goal	20	50% meeting-to-opportunity ratio
Meetings Goal (From Dials)	10	Assumes you get 10 meetings from inbound/other prospecting channels
Monthly Dial Goal	620	62 dials per meeting
Weekly Dial Goal	155	4 weeks in a month

This is going to vary greatly, but after coaching hundreds of AEs and SDRs it always ends up coming back to 1-2 hour of cold calling per day. AEs should start with 1 hour per day (150-200 dials per week), SDRs should start with 2 hours per day (300-400 dials per week)

YOUR TICKET TO PRESIDENT'S CLUB

if you want more content like this book, our newsletter is the best place to start.

Every week, we pick one sales topic and break it down in the most actionable newsletter in sales.

That could mean ...

- How to write the perfect cold email
- How to open a cold call
- How to uncover pain on a sales call
- How to end a negotiation in one cut
- How to scale a sales team from 1 to 100 reps

We include highlights from our most popular podcast episodes, scripts & templates, and more—so you'll know exactly which next steps to take.

Step 1 was mastering the phones to fill up your calendar.

Step 2 is mastering everything else to make it to President's Club.

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