

# How to Master Cold Calls

A data-backed guide based on 300 million calls

**We analyzed the patterns across 300M+ cold calls** recorded on Gong's Revenue Intelligence Platform to analyze buyer-seller interactions.

This report breaks down the insights from the top cold callers in sales in 4 parts:

01. Is Cold Calling Actually Dead?
02. Nailing The Opener and Pitch
03. Navigating Objections and Gatekeepers
04. Leaving Voicemails and Maximizing Your Connect Rate

If you like what you saw here, you can get the tactics behind the data in our upcoming book release with Gong, ***Cold Calling Sucks (And That's Why It Works)***.

**Until then, let's start by answering the age-old question... is cold calling actually dead?**



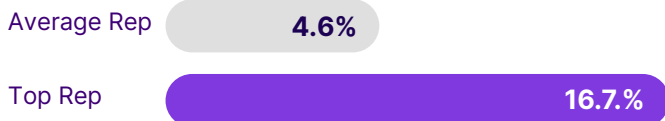
# 01 Is cold calling actually dead?

## What % of calls connect?



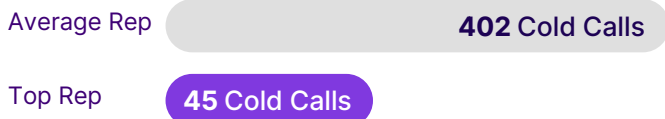
The top reps who mark bad numbers and prioritize direct phone numbers can have more than **double the conversations**.

## What % of connects turn into a meeting?



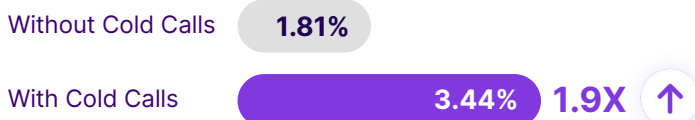
The most skilled cold callers book more than **triple the meetings** than the average rep.

## How many cold calls does it take to book a meeting?



Cold calling is pretty ineffective for average reps. But the top reps book **nearly one meeting per hour** of cold calling<sup>1</sup>.

## How much do cold calls boost your email reply rate when if they don't connect?



Cold calls nearly **double your reply rate** by drawing attention back to your emails and creating multichannel awareness.

**Takeaway:** Cold calling is more than worth it for the top reps, but it sucks to be average on the phones. But keep reading, because you'll find it's not *that* hard to beat the average.

<sup>1</sup> Assumes that a rep who dials effectively can make 30-40 cold calls in 1 hour

## 02 Nailing The Opener and Pitch

### Opener: "Did I catch you at a bad time?"

Success Rate **2.15%**

You're making a cold call, of course it's a bad time. Asking this only puts you in a position of inferiority and gives the prospect an out.

### Opener: "How's it going?"

Success Rate **7.6%**

You don't *really* care about their day, and they know it too. So they'll sigh and "I'm fine, what's this regarding?"

### Opener: Permission-Based

Success Rate **11.18%**

It's a pattern break to own the cold call and get permission to proceed. (Even better: Lead with context in the Tailored Permission Opener below)

**Talk Track:** Emma, I just finished reading your press release about your new office opening. I'm gonna be honest, this is a cold call, but it is a well-researched one.

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?

### Opener: Heard The Name Tossed Around

Success Rate **11.24%**

Leading with context that you work with their peers establishes familiarity and breaks the traditional "stranger" perception in a cold call:

**Talk Track:** Hey Jane, we work with a few Sequoia companies. It's Armand from 30MPC, heard the name tossed around?

## What should go in your pitch after your opener?

Buzzwords

5.5% Success rate<sup>2</sup>

Social Proof

12% Success rate<sup>3</sup>

Problem Language

16% Success rate<sup>4</sup>

Explain a problem in such triggering detail that it becomes impossible to ignore your solution... instead of relying on jargon like "all-in-one platform"

Takeaway: Using the right openers and problem language in your pitch already puts you far above the average.

## 03 Navigating Objections and Gatekeepers

### What are the different types of objections?

#### Dismissive Objections

Brush-offs that aren't *really* objections.

- Not interested
- Call me in 6 months
- Send me some information
- Not my responsibility
- Where'd you get my number!?
- I'm in a meeting
- Is this a cold call?
- I thought you were someone else
- \*hang up\*

#### Situational Objections

When their situation and your product don't line up.

- Too expensive
- No budget
- No resources / bandwidth
- We need to hire someone first
- Product fit (not made for us)

#### Existing Solution Objections

Alternatives to your product.

- We do it in house
- Competitor (known)
- Competitor (unknown)
- Stuck in a contract

<sup>2</sup> Example buzzwords included: Single source of truth, all-in-one platform, revolutionize

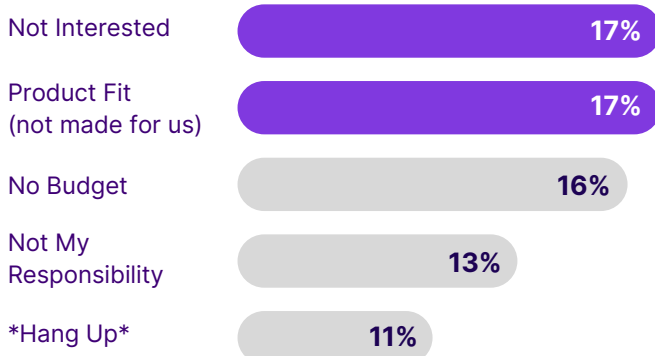
<sup>3</sup> Example social proof language: Mention of peer companies or customers (we helped [company] do...)

<sup>4</sup> Example problem language: Frustrated, anxious, hate, overwhelmed

## What types of objections come up most often

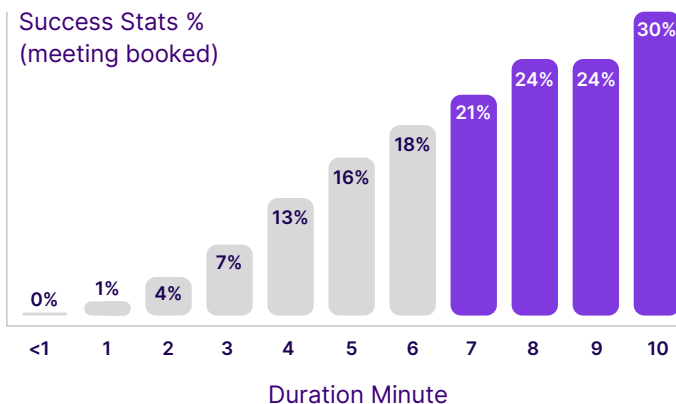
Most objections are dismissive brush-offs where prospects are objecting to the *interruption* itself.

## What are most common objections?



The top 5 objections account for 74% of all objections, with **not interested** and **product fit** coming up the most.

## How long do you need to handle objections before you land the meeting?



The median successful call duration is 4.8 minutes, which means you'll need to handle a **minimum of 2 objections** to land the meeting.

## What are your chances at bypassing the gatekeeper?

Reduces chances of success by **39%** ↓

Gatekeepers significantly reduce your chances of booking a meeting, so try to **dial during off hours** or **call mobile numbers** to avoid them entirely.

**Takeaway:** Practice the top 5 objections to increase your chances of passing 2 objections and securing the meeting.

## 04 Leaving Voicemails and Maximizing Your Connect Rate

### Do voicemails decrease your connect rate on future dials?



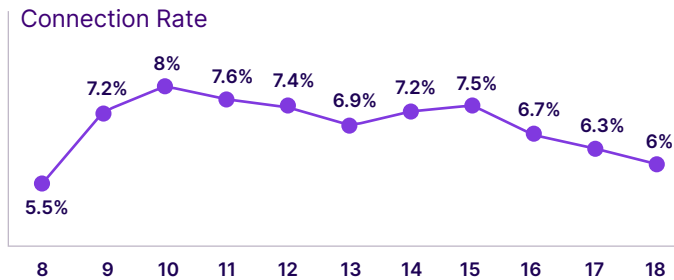
Yes, voicemails reduce your connect rate by 28%, so rotate your phone numbers to maintain healthy connect rates when you leave voicemails.

### Do voicemails increase your email reply rate?



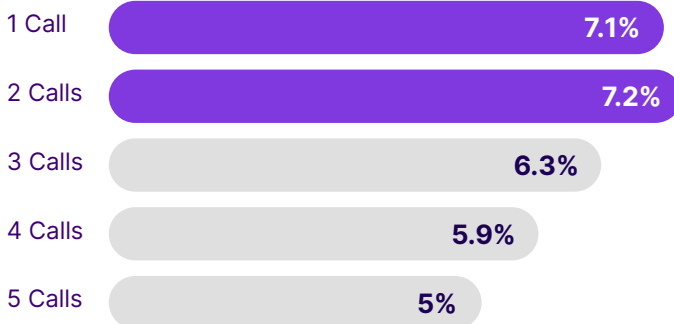
Leaving a voicemail nearly doubles your email reply rate.

### When is the best time of day to cold call?



The morning! And that's when you should get it out of the way anyway.

### How many times should you cold call a prospect before moving on?



After 5 dials, your chance of connecting begins to drop significantly.

Takeaway: Leave 1-2 voicemails to boost email replies, then rotate numbers, dial early, and move on after 5 dials to protect your connect rate.

# Get the tactics behind the data

We partnered with Gong to write the most actionable sales book ever. You'll find:

**#1: Every part of a cold call, step-by-step (with talk tracks):** You'll know exactly what to say to open a cold call, reveal a problem, overcome any objection, and land the meeting.

**#2: Voiceovers (in QR codes) to master tone:** It's just not just the words – you'll know how it should sound with voiceovers for every single talk track.

**#3: Examples no matter what you sell:** We've interviewed 200+ elite sellers from real estate to software at the most prestigious sales organizations in the world.

**#4: Backed by data from 300M+ cold calls on Gong:** We analyzed millions of cold calls on the #1 revenue intelligence platform to back up the advice.



If you liked this, you'll love seeing the tactics behind the data in the book.

Get your copy at [30mpc.com/book](https://30mpc.com/book)