

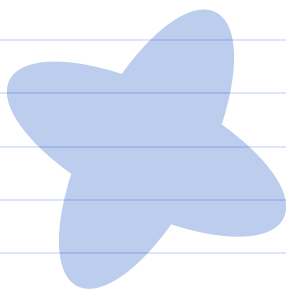


The Really,

Ridiculously

Good Guide to

Cold Calling in B2B Sales



If you're like us, sometimes cold calling might feel like this:



Me: rise and grind
let's get those dials

first call of the day
hangs up



But, when you get that connect... HOLY S*%T! Does that not feel great?

We want you to feel like that every day. Because you deserve it 💙. So keep reading to discover everything you need to know to be successful at cold calling, including:

- How to prepare for your smilin' 'n' dialin' power hour.
- Cold call openers that are sure to grab your prospect's attention.
- The secret formula for sparking your prospect's interest.
- How to handle (pretty much) every objection on the planet.
- The most insulting words and phrases you'll hear while cold calling. (skip ahead to page 11 for the Cold Calling Word Hurt... err... we mean Word Search)

Let's do this! 💪

5 Tips to Better Cold Calling

Start here

Cold calling is one of the hardest parts of sales. It's scary, uncomfortable, hard to master, and people on the other end can sometimes be a bit, well, unhinged ...

Here are 5 practical tips to help you get better at it each and every day.

Tip #1: Do the Research

Before you even touch that phone, put in the pre-work. You'll thank yourself later.

Research your prospect, their role, who they report to, the company they work for, and what the company is doing. All of this can be found on LinkedIn, in blogs, news articles, and on the company's website in a matter of minutes. Heck, even ChatGPT can give you some insights!

Tip #2: Smile and Dial

No, seriously. Put a big ole smile on your face before you hit dial.



Why? It's absolutely crucial for nailing the delivery! It helps you sound calm, confident, and positive, instead of flustered or nervous.

And remember, focus on your tone. Try to sound positive and slightly upbeat. After all, It's not always about what you say, it's how you say it.



A step-by-step master class in cold calling



Tip #3: Master your Opener

Your opening line is the most important part of your cold call. So if you screw it up, you might as well just hang up.

... just kidding.

But seriously, make sure your prospect understands who you are, why you're calling, and why you're calling them in particular.

Use the right tone to deliver your opener with confidence and clarity, and try to transfer that smile on your face over to your prospect.

[\(Skip to pg 4 for 10 cold call openers from the pros to steal now!\)](#)

Tip #4: Handle 'Em

... your prospect's objections, that is.

The key to [handling any sales objection](#) is to listen, understand, and make the prospect feel heard.

First, acknowledge the prospect's objection and validate their feelings with a simple "That's totally fair, I understand what you mean." Then, get curious. Ask them questions like: "What makes you say that?" or "Is this something you've tried to solve in the past?"

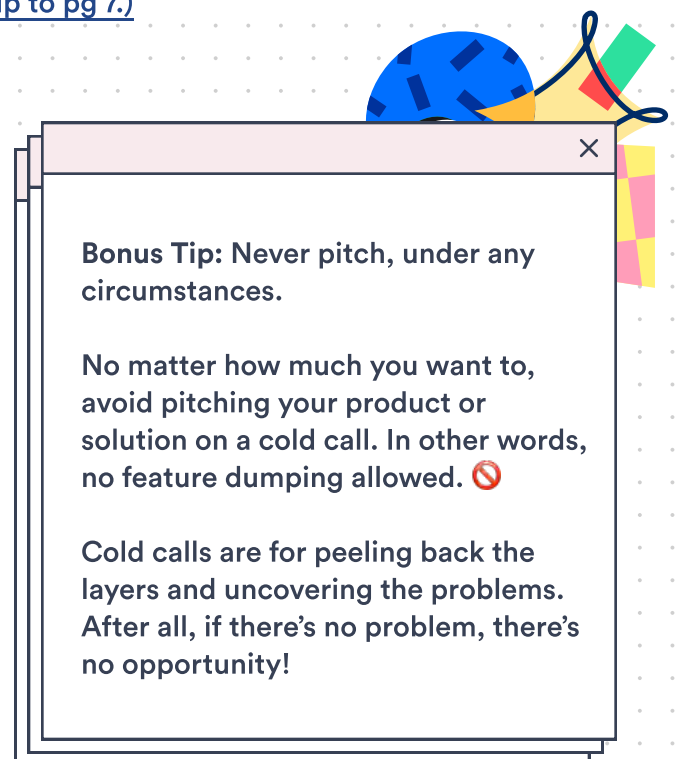
[\(To learn how to handle every objection on the planet, skip to pg 7.\)](#)

Tip #5: Ask for the Meeting

Remember: The ultimate goal of a cold call is to book the meeting. So don't forget to ask for it!

Here's a simple, yet effective, way to do it:

👉 "It sounds like you may be facing the challenges we help our customers solve. Would you be open to another conversation to see if this could work for you too?"



Bonus Tip: Never pitch, under any circumstances.

No matter how much you want to, avoid pitching your product or solution on a cold call. In other words, no feature dumping allowed. 🚫

Cold calls are for peeling back the layers and uncovering the problems. After all, if there's no problem, there's no opportunity!

10+ Cold Call Openers to Try, Like Right Now



Permission Based Openers

👉 “Hi [Name], thanks for taking my call. Hey, look, I know I’m calling out of the blue. Do you have a few moments to chat?”

👉 “Well, look, you’re gonna hate me. This is a sales call. Do you wanna hang up now, or let me have 30 seconds and then decide? Your call.”


👉 “This is [Name]; you’re not expecting my call. Do you have a moment? I promise to be brief.”

👉 “I know I’m probably catching you in the middle of something, but could I take just a minute to share why I’m specifically calling you?”



Watch now! 16 sales pros weigh in on the best way to open a cold call.



 **Hot tip:** Print this out and stick it on your wall for those days when you want to throw your phone out the window.

Open-Ended Question Openers

- ☛ “Hey, it’s [Name], calling from _____. I was checking out your brand and noticed that your website sells basketball shoes. I’m a hooper myself. Just wondering, what have you done to increase conversions on your website?”
- ☛ “Hey, it’s [Name], calling from _____. I saw on your LinkedIn you’re involved in _____. We have a solution that makes it way easier and faster. How are you going about that right now?”
- ☛ “Hi, I’m calling from _____. I know you weren’t expecting my call. I just want to talk to you about these two things that are really affecting the market right now. This __(trend/observation)___ and __(trend observation)____. Which one of these is affecting you right now?”

Wild Card Openers

- ☛ “Hey [Name]! This is a call cold... I mean a cold call. I’m really butchering this. Should I just hang up?”
- ☛ “Hello [Name], this is _____ from _____; this is a cold call. Do you wanna roll the dice with me?”
- ☛ “Hey [Name], this is _____ from _____. We’ve never spoken before, so this call is colder than (relevant pun).” *So if I’m calling SDRs, I might say, “This call is colder than an SDR’s sweat when they’re told ‘less smiles, more dials.’”*



Use This Secret Formula To Start the Conversation

Spark interest by including 3 elements in your conversation starters:

Observation

Challenge

Curiosity



Step 1: Start with an observation



Step 2: Tie your observation to a challenge

“I noticed your company _____”

- Just hired...
- Uses a competitor’s software
- Went through leadership changes
- Recently had turnover

“A lot of CFOs that I speak with encounter ___(prospect’s potential problem)___”

“Lots of people like you are having challenges with ___(prospect’s potential problem)___”

Step 2: Get curious and ask questions

“Can you tell me how well that’s going?”

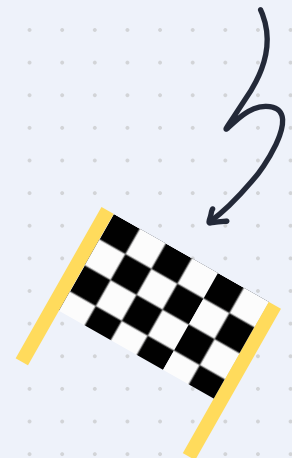
“How long have you been doing it that way?”

“How are you handling your second-largest budget line rising right now?”

“Could you walk me through how you do _____?”

“What are you doing to prevent ___(prospect’s potential problem)___?”

“How well is your current solution working for you?”



6 Common Sales Objections and How To Handle ‘Em



Objection #1: “Not Interested”

Gabrielle Blackwell, Business Development Manager at Airtable says try this:

“Can I ask you a quick question?”

Acknowledge objection: “You mentioned that you’re not interested. Is it safe to assume you’ve heard of __ (our company) __ before?”

If the answer is no

“Well, I have a quick question for you. I was doing research on your company, and I was curious about __ (observation) __. Lots of companies I’ve been talking to are facing __ (challenge) __.”

Get curious: “Are you involved in (solving the challenge mentioned above)?”

Objection #2: “We Have Something Already”

Acknowledge and validate: “That’s awesome, Jillian. I’m excited to hear that you like what you’re using.”

Get curious: “Just curious, what do you have?” —Josh Roth, VP of Commercial Sales at Lob

“Great to hear you’re happy with your current solution. What’s working well for you with your current solution?” —Michael Hanson, CEO at Growth Genie

“That sounds like you’re already ahead of the curve compared to the folks I usually speak to. What is it about that product that’s helping you accomplish your goals?” —Gabrielle Blackwell, Business Development Manager at Airtable

“You have something in place? Tell me about that.” —Dale Dupree, CSO at The Sales Rebellion

Objection #3: “I’m Going into a Meeting. Can You Give Me a Call Back Later?”

“If you’re busy, would it be better to schedule a time for a quick 5, 10 minutes? More than happy to call you back at a better time.” —Gabrielle Blackwell, Business Development Manager at Airtable

“Sorry to catch you while you’re busy. What time works best for you?” —Josh Roth, VP of Commercial Sales at Lob

“I get that you’re busy. Do you mind if I take 20 seconds to tell you why I’m calling? You can decide if it makes sense to book a time next week to talk for a further 10 minutes.” —Charlotte Lloyd, Global Director of Partnerships at Investment Monitor



Objections stopping you in your tracks? Watch these videos for tips on how to handle ‘em.



Objection #4: “Is This a Sales Call?”



“Great question. My goal is not to sell right now. I’m just trying to figure out if there’s any value our solution can provide to you. When it comes to delivering content to market, [challenge / opportunity], how are you approaching it today?” —Gabrielle Blackwell, Business Development Manager at Airtable

Objection #5: “Where Did You Get My Number?”

“I actually use a contact database, and as I was doing some research on ___(challenge)__. I found that you were involved in ___(observation)__, I figured you were the best person to reach out to. Do you have a quick second to chat?” —**Josh Roth**, VP of Commercial Sales at Lob

“That’s a great question. I got your number by going on LinkedIn, then your website, and spoke to one of your assistant directors, who gave me your phone number.” —**Charlotte Lloyd**, Global Director of Partnerships at Investment Monitor

Objection #6: “Send Me an Email”

“Absolutely, just a quick question, so I’m tailoring the email to what’s most relevant to you...” —**Gabrielle Blackwell**, Business Development Manager at Airtable

“Can you first tell me what you’d like to see in that email?” —**Charlotte Lloyd**, Global Director of Partnerships at Investment Monitor

“We’ve got a case study on how we helped another mid-sized SaaS company or a playbook template to help you onboard new SDRs quickly. Which of those two resources is most relevant to you?” —**Michael Hanson**, CEO at Growth Genie



When dealing with rude prospects don't you wish you could say what you're really thinking? Here's what **NOT** to do.

Cold Call Prep Checklist

& Bonus Tips!

- Do your research
- Smile and dial
- Focus on tone (try to sound positive and upbeat!)
- Nail your opener
- Know the 3 elements in your conversation starters: observation, challenge, and curiosity
- Handle objections
- Ask for the meeting



Bonus Tips!

- Resist the urge to tell rude prospects to f&*% off.
- When you've made the last call you think you can make, when you've taken all the rejection and you're ready to quit... make ONE more call.
- Use [video messaging](#) as your cold call companion by recording and sending a follow-up video to stand out in their inbox.

Cold Calling Word ~~Hurt~~ Search



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NOTHANKS

GOAWAY

SCREWYOU

IHATEYOU

NEVERCALLAGAIN

WHERE DID YOU GET MY NUMBER

UNSUBSCRIBE

STOP

YOU'RE THE DEVIL

TAKE ME OFF YOUR LIST

YOU AGAIN

FFS

LATE FOR A MEETING

CAN'T TALK

CALLBACK LATER

CALLBACK NEVER

GOTTAGO

WHO IS THIS

NOT INTERESTED

ISAIDNO