

No More Cold Calls



Objective:

Creating Demand for New Meetings



5x5 Creating Demand Formula

- **5 Step New Call Conversation**
- **Voicemail Message**
- **Email Message**
- **F1 – F5 Calling Cadence**

Overview:

5 Step New Call Conversation

- **Pattern Interrupt**
- **Mini Agreement**
- **Pain Story**
- **Close for Meeting**
- **Up-Front Contracts**

Step One:

Pattern Interrupt

- Hi, am I catching you at a bad time?
- Go Silent (the Pause)
- OK, what do you got?
- 3 Second Story

Step Two:

Mini Agreement

- I don't know if I can help you.
- Would it be ok if I ask you a few questions? And we decide together to continue our conversation

Step Three:

Pain Story

Companies come to my firm when they are dealing with the following Critical Business Challenges:

- CBP-1
- CBP-2
- CBP-3
- ?-4

Which one of these is your top challenge?

Sandler Pain Funnel



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Step Four:

Close for New Meeting

- Need 1 Pain

*CBP

*Business Impact

*Personal Feeling

- Break out calendar

Step Five:

Up-Front Contract

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Role Play: 5 Step New Call

- Salesperson
- Buyer
- Coach

Calling Cadence

“5 Touch Points”

- F1 – Voicemail and Linked In
- F2 – Email
- F3 – Voicemail
- F4 – Voicemail / Email
- F5 – CTF Voicemail / Email

F1-F2-F3-F4-F5

➤ Voicemail

*Name

*New Idea or Update

*Question

➤ Email

*Name

*New Idea or Update

*Question

5 Step New Call Checklist

- ✓ Pattern Interrupt
- ✓ Mini Agreement
- ✓ Pain Story – One Pain
- ✓ Close – Calendar
- ✓ Up-Front Contract