



No More Cold Calls



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Objective: Creating Demand for New Meetings



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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

Pain Questions

Tell me more about that...

Can you be a bit more specific?

Give me an example.

How long has that been a problem?

What have you tried to do about that?

And did that work?

How much do you think that has cost you?

How do you feel about that?

Have you given up trying to deal with the problem?



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Step Four: Close for New Meeting

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*CBP	

*Business Impact

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*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