1. "How have you been?"

Cold calls that opened with this question boasted a **10.01% success rate** compared to the 1.5% baseline.

2. "The reason for my call is..."

Beginning with a proactive reason for your call increases your **success rate by 2.1X**. Humans crave reasons, so give them one!

3. **Sell the Meeting**

Don't be afraid to go on a longer monologue than normal. Sell the meeting, don't do discovery.

4. **Educate, Don't Interrogate**

Because you need to educate and inform the buyer straight out of the gate, top reps “own” more of the conversation.

5. **The Longer the Call, the Better**

Every sentence you utter on a cold call should **serve one purpose**: To get the listener to listen to your next sentence. Choose your words carefully.

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