

# COLD CALL

## Cheat Sheet

**GONG**

We analyzed **90,380** outbound, connected cold calls with AI and uncovered the following patterns and trends.

### 1. “How have you been?”



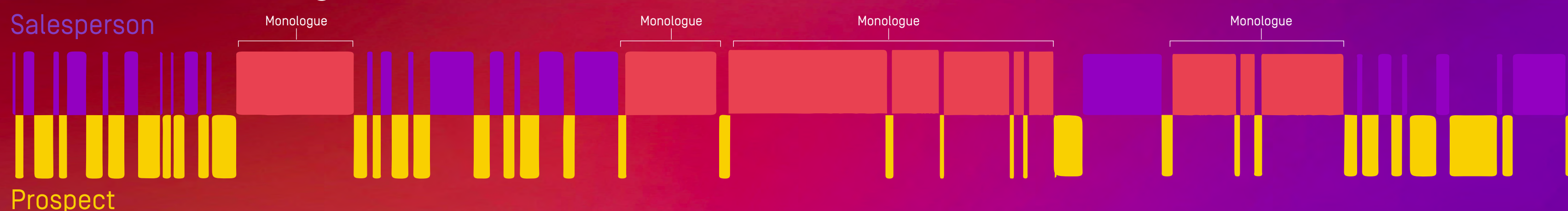
Cold calls that opened with this question boasted a **10.01% success rate** compared to the 1.5% baseline.

### 2. “The reason for my call is...”



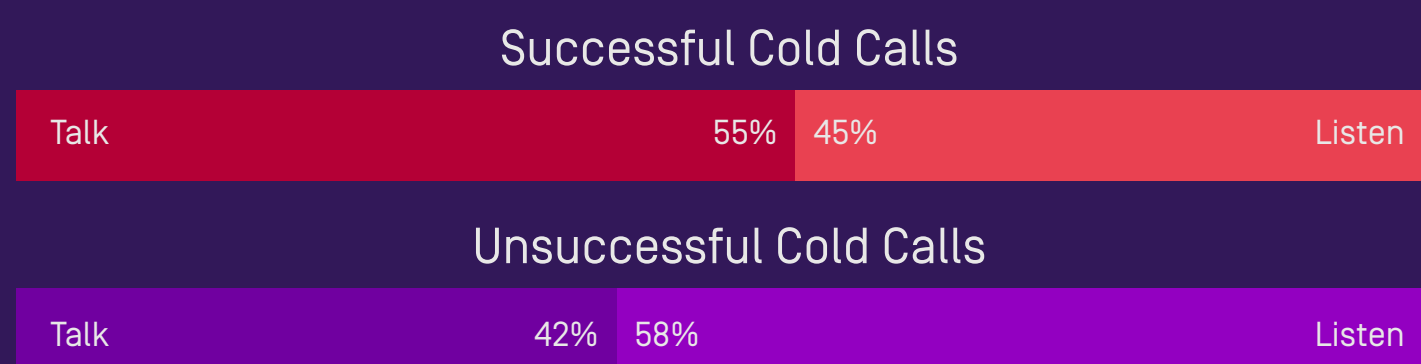
Beginning with a proactive reason for your call increases your **success rate by 2.1X**. Humans crave reasons, so give them one!

### 3. Sell the Meeting



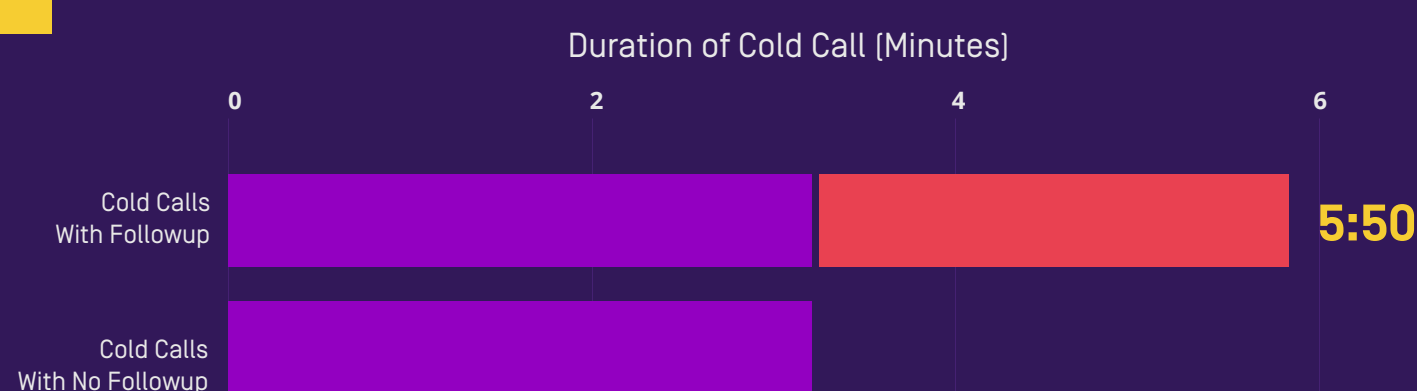
Don't be afraid to go on a **longer monologue** than normal. Sell the meeting, don't do discovery.

### 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.