



COLD CALL CHEAT SHEET



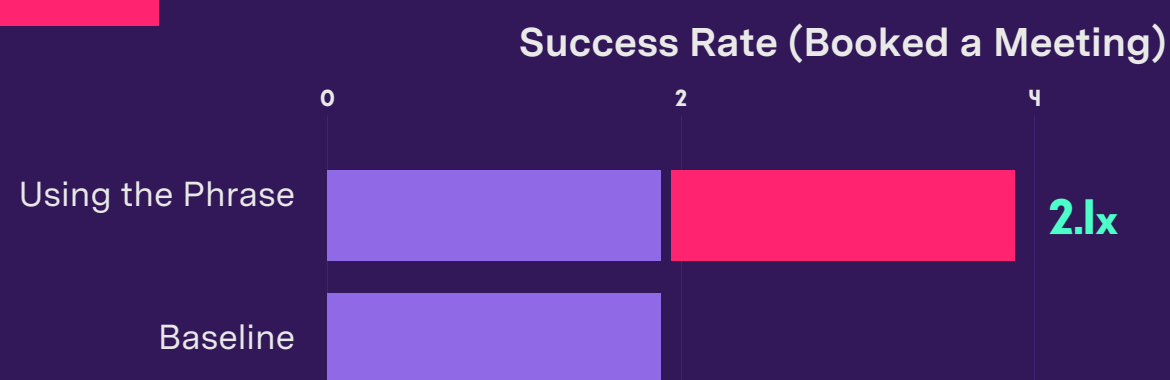
We analyzed 90,380 outbound, connected cold calls with AI and uncovered the following patterns and trends.

1. "HOW HAVE YOU BEEN?"



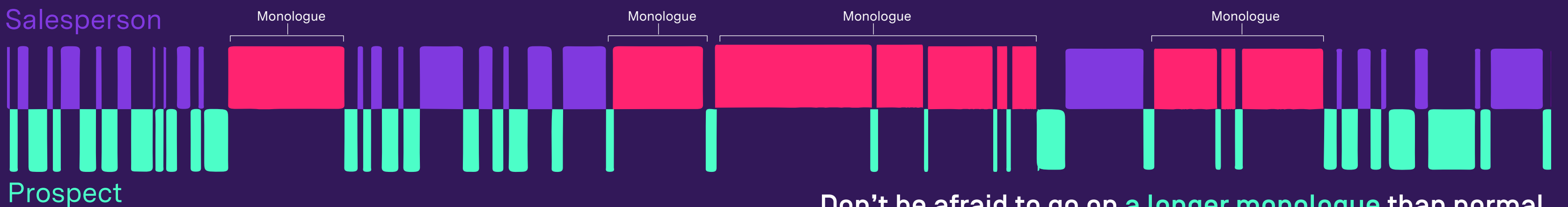
COLD CALLS THAT OPENED WITH THIS QUESTION BOASTED A **10.01% SUCCESS RATE** COMPARED TO THE **1.5% BASELINE**.

2. "THE REASON FOR MY CALL IS..."



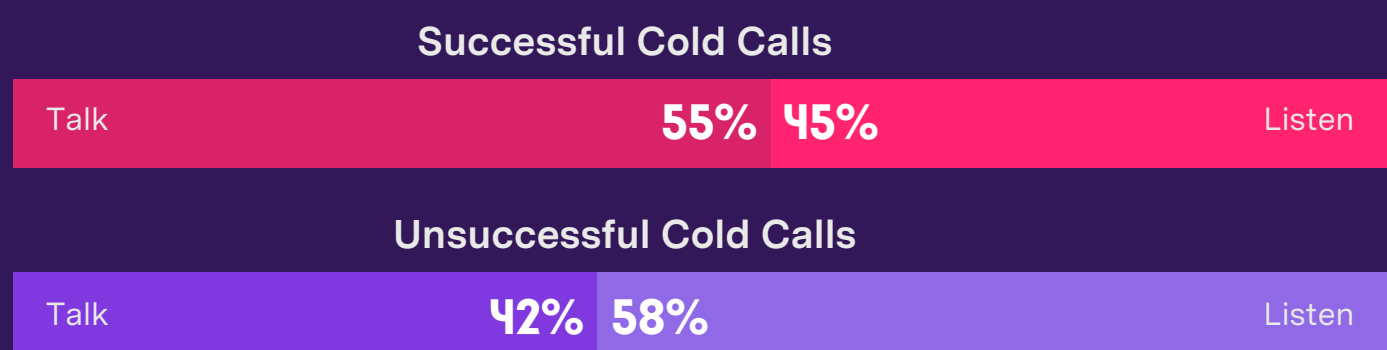
BEGINNING WITH A PROACTIVE REASON FOR YOUR CALL INCREASES YOUR **SUCCESS RATE BY 2.1X**. HUMANS CRAVE REASONS, SO GIVE THEM ONE!

3. SELL THE MEETING



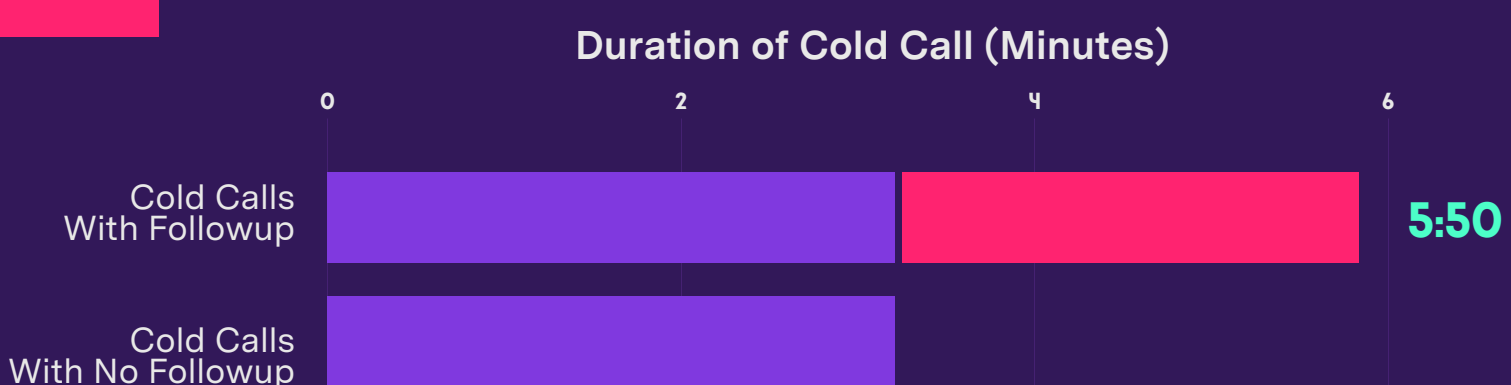
Don't be afraid to go on a **longer monologue** than normal. Sell the meeting, don't do discovery.

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.