COLD CALL CHEAT SHEET

1. "HOW HAVE YOU BEEN?"
   - Success Rate (Booked a Meeting)
     - Using the Phrase: 6.6x
     - Baseline: 0
   - 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..."
   - Success Rate (Booked a Meeting)
     - Using the Phrase: 2.1x
     - Baseline: 0
   - 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
   - Salesperson: Monologue
   - Prospect: Monologue
   - Don’t be afraid to go on a longer monologue than normal. Sell the meeting, don’t do discovery.

4. EDUCATE, DON’T INTERROGATE
   - Successful Cold Calls
     - Talk: 55%
     - Listen: 45%
   - Unsuccessful Cold Calls
     - Talk: 42%
     - Listen: 58%
   - 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
   - Duration of Cold Call (Minutes)
     - Cold Calls With Followup: 5:50
     - Cold Calls With No Followup: 0
   - 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.

Check out more research and insights at. Gong.io/blog