



3 HIGHLY-EFFECTIVE COLD CALLING SCRIPTS

The high-impact sales pitch template

Use these cold calling scripts to grab your prospects' attention from "hello" to "talk next week." Unlike other cold calling scripts, we analyzed 100K cold calls to learn what really works (and what doesn't), so you can book more meetings.

COLD CALLING SCRIPT

Opener

Hi [FIRST NAME], this is [YOUR FULL NAME] with [YOUR COMPANY]. How've you been?

■ Start with your full name and company name:

People who introduce themselves with their full name command respect. And by stating your name and your company's name up front, you control the conversation because the next question comes from you, instead of "who is this?"

■ Use a pattern interrupt:

Using "how've you been?" performs 6.6X higher than cold calls that don't include it. That's because it's a pattern interrupt, it scrambles your prospect's brain and defuses their initial reaction (hanging up).

2 Reason

The **reason** for my call is ...

■ State the reason for your call:

Our research shows a 2.1X higher success rate for sales reps who state their reason for calling than those who don't. That's because human beings crave reasons. Their second question after "who is this?" is "why are you calling me?" And giving the answer upfront will satisfy their curiosity and defuse their natural defensiveness.

3 Permission

Did I catch you at a **good time**? If there is such a thing...

■ Avoid asking if it's a bad time to talk:

Our data proves that opening your cold call with "Did I catch you at a bad time?" makes you 40% **less** likely to book a meeting.

■ Use humor:

No one likes being cold called. Being personable will help you stand out from the crowd and earn your prospect's time. This short phrase signals you realize you're interrupting them.

4 Personalization

I know I'm calling out of the blue, but I was researching [COMPANY NAME] and noticed [3X3 RESEARCH]. As an **outsider looking in**, it seems like a big challenge right now is [PAIN POINT]. Is this something your team is focused on?

■ Acknowledge the interruption:

Use tactical apologies to keep earning time from your prospect. Successful cold calls are almost twice as long as unsuccessful cold calls: 5:50 for booked meetings vs. 3:14 for no meeting booked.

Show you've done your homework:

The 3X3 research approach is all about spending three minutes finding three relevant pieces of information about a prospect. LinkedIn gives a **wealth** of information on companies (headcount, growth rate) as well as the person you're reaching out to (what are they responsible for, how do they describe their role). Use these to tailor your pitch to their pain points and vernacular.

Don't make assumptions:

Nothing can end a cold call faster than a wrong assumption. Caveat your information with statements like this "I'm trying to put the pieces together..." or "I'm doing some detective work here, maybe you can point me in the right direction..."

Limit your open-ended questions:

They require more work, and your prospect doesn't know yet if the effort is worth it. Keep your questions simple to answer, and use questions that move the conversation in the right direction like: "Curious, have you heard of us before?"

5 Value Prop

At [YOUR COMPANY], we help customers like [SIMILAR COMPANY] solve [PAIN POINT] by [HIGH LEVEL VALUE PROP]. Does it make sense for me to give you more detail about how we do that?

Use social proof correctly:

Wrongly applied, social proof backfires and win rates plummet by 47% in early-stage deals. Pick logos that belong to your prospect's "tribe" – companies with similar industry, size, and geography.

Use an interest CTA:

We tested the data on cold emails and the interest CTA performs 2X better than other CTAs. It reflects a new and highly effective approach to prospecting: selling the conversation, not the meeting. Once you get the nod that your prospect is interested, then you can move toward setting a meeting.

6 Closing

It sounds like it might be worth scheduling a call so we can provide more context on how we can support your team to achieve [DESIRED STATE/OUTCOME/RESULTS]. How does [DATE/TIME] work for you?

■ Frame your ask as an offer:

Answer clearly “what does it cost” (a meeting), “what do I get” (why should I do it), and “what do I need to do” (answer yes).

■ Use a specific CTA:

They’ve already decided to meet with you, so their interest is established. That’s why you need a direct approach that gets straight to the point. This technique works because removing friction helps your buyer make decisions faster.

7 Next steps

Great, do you have your calendar in front of you? Perfect, I’m sending the invitation now. Did you get it yet?

■ Give a nudge:

Don’t leave any outs after you have the nod from your prospect.

■ Get the meeting before you hang up:

Capitalize on your buyer’s interest while they are still on the phone – it’s harder to decline an invitation you’ve already accepted than it is to decline an invitation that you haven’t answered yet.

8 Objection handling

I totally understand if you're busy right now. When is a better time for you?

That's fair, it seems like you're not the best person to speak with. I'm curious if you know who is in charge of projects like this at [COMPANY NAME]?

Thanks for calling that out, it sounds like I missed the mark. Could you tell me what your main priorities are right now?

■ Validate their objection:

Don't steamroll. Instead, fall on your sword and acknowledge their objection. This is the best way to prevent a call from ending on the spot.

■ Labeling:

This is an advanced selling technique. Done right, it makes buyers feel heard, understood, and more likely to respond positively to your follow up ask.

■ Follow up with a secondary ask:

Don't leave empty-handed. Put your detective cap on and try to uncover clues that will help you as you continue to prospect into that account.

VOICEMAIL SCRIPT

1 Opener

Hi [FIRST NAME], this is [YOUR FULL NAME] with [YOUR COMPANY].

- Start with your full name and company name.

2 Reason

I'm calling because...

- State the reason for your call.

3 Value Prop

At [YOUR COMPANY], we help customers like [SIMILAR COMPANY] solve [PAIN POINT] by [HIGH LEVEL VALUE PROP].

- Use social proof correctly.

4 Next Steps

I won't get into it now, I'll send you an email about it and we can discuss there.

- Acknowledge the interruption.
- Move the conversation over to email.
- Set clear expectations.

BONUS

FOLLOW-UP EMAIL TEMPLATE

Send your email in the next 5 minutes after you hang up. Here's a fill-in-the-blanks template to copy, paste, and win:

Hi [FIRST NAME],

Just left you a voicemail. As I was explaining, [VALUE PROP]. We've helped customers like [SIMILAR COMPANY] achieve [DESIRED OUTCOME]. Are you interested in learning more about [POSITIVE OUTCOME]?

Your Full Name
Role | Company

Send



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