

Webinar

# How to Cold Call: Best scripts and tricks



# The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

AUTODESK stripe DocuSign RIPPLING

The screenshot displays the Apollo.io interface. On the left is a navigation sidebar with categories: Prospect & enrich (Search, Data enrichment), Engage (Sequences, Emails, Calls), Win & close (Meetings, Conversations, Deals), and Tools & workflows (Tasks, Plays, Analytics). The main area shows a contact card for Alissa Jones, VP of Sales at Dropbox, with a rating of 'Excellent' and an 'Add to sequence' button. Below this is a sequence of outreach steps: Day 1 (Automatic Email), Day 3 (Phone Call), and Day 5 (Connect). A right-hand panel lists companies like Dropbox, Google, Spotify, and Hubspot. At the bottom, an AI email assistant message reads: 'Hi Alissa, Glad to connect. Looks like you're growing the account management team quite a bit right now. Let's find some time to talk about your goals and how our platform scales, sharing a few times below...'



## Today's agenda

1. Housekeeping

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2. Meet the host James O'Sullivan

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3. How to cold call ... and have fun!

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4. Voicemails

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5. How to make calls in Apollo

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6. Q&A

 Apollo.io

Join our sales  
community in  
Slack!

 Apollo.io **Sales Community**



Scan to join the Community!



Your host



**James O'Sullivan**

**Apollo Academy Instructor**

(and recovering sales leader)

**Why cold call??**

# If you aren't doing it, you're giving the competition an unfair advantage.

- 7 out of 10 buyers accept cold calls from providers they haven't worked with
- 8 out of 10 accept phone calls from providers they have worked with

Source: [RAIN Group - Top Performance in Sales Prospecting Benchmark Report](#)



# Calls > Emails for reaching Execs

57%

of C-Level and VP buyers  
prefer phone calls





# Phone calls create stronger bonds than text-based communications

People feel significantly more connected through voice-based media, but they have these fears about awkwardness that are pushing them towards text-based media ...



Amit Kumar,  
Professor of Marketing and Psychology at  
the University of Texas at Austin  
[Source](#)

**Studies show consumers are more influenced by new information when media richness is high.**

Channel	Information Richness
Face-to-face conversation	High
Videoconferencing	High
Telephone	High
Email	Medium
Mobile devices	Medium
Blogs	Medium
Letter	Medium
Written documents	Low
Spreadsheets	Low

**Increases your  
chances of booking  
meetings**

**2x**

more likely to book a meeting

The best sellers FOLLOW UP + DIVERSIFY their outreach.



**70%**  
booked meetings



**46%**  
booked meetings

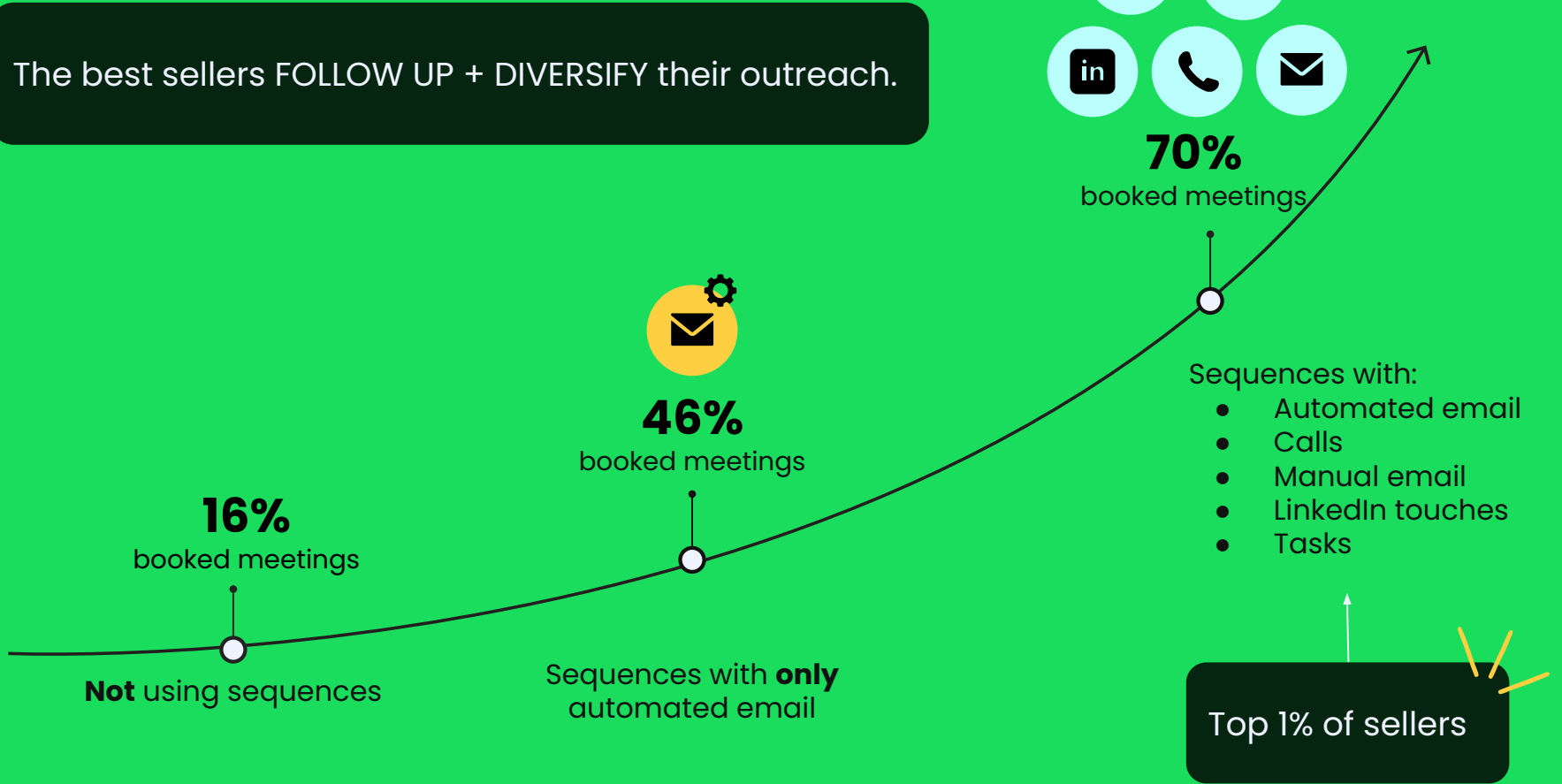
**16%**  
booked meetings

- Sequences with:
- Automated email
  - Calls
  - Manual email
  - LinkedIn touches
  - Tasks

**Not** using sequences

Sequences with **only** automated email

Top 1% of sellers



# Even more benefits of cold calling

- Info to make progress
  - Immediate feedback
  - Remove blockers
  - Can ask questions (!!!)
- Elevate interaction
  - Humanizes the seller
  - Prospect's attention
- Access to people who will never see your email
- Protects your domain





Every cold  
call is a FREE  
lottery ticket.

**So why doesn't everyone do it?**



**Salespeople find  
cold calling  
uncomfortable.**





**48% are afraid to pick up the phone and make cold calls.**

**53% give up too easily when cold calling**

*Source: "B2B Prospecting Challenges Report" from Selling Power Magazine & ValueSelling Associates*

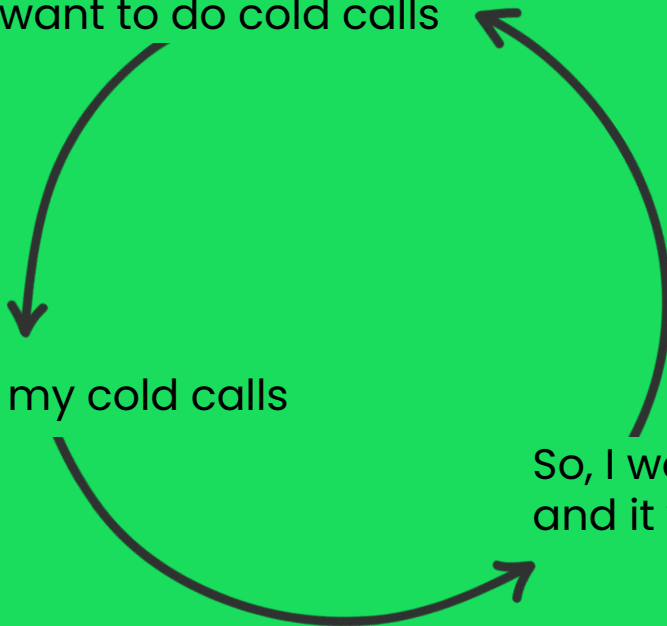


# The Negative Reinforcement Trap

I really don't want to do cold calls

So, I won't do well on my cold calls

So, I won't book any meetings  
and it will be a waste of time



## 🤔 Top questions 🤔

- **Scripts** - What to say on cold call that works (especially openers!)
- **Voicemails** - Leave voicemail? What do I say?
- **Prep** - What pre-call research to do
- **Objections** - How to handle the most frequent rejections
- **Gatekeepers** - How to handle or get past

# How to cold call ...without fear

# Goal of cold calling:

~~To sell the product.~~

~~To sell the brand.~~

~~To make a new friend.~~

To move prospect to next  
step in your sales process.



# What's really the sale on a cold call...

**Item sold:** Meeting scheduled on calendar

**Sale price:** \$0

**Return policy:** Delete meeting invite

# What is our prospect thinking?

1. Who is this?
2. Why are they calling?
3. Is there any reason I don't want to hang up now?



# What influences their decision?

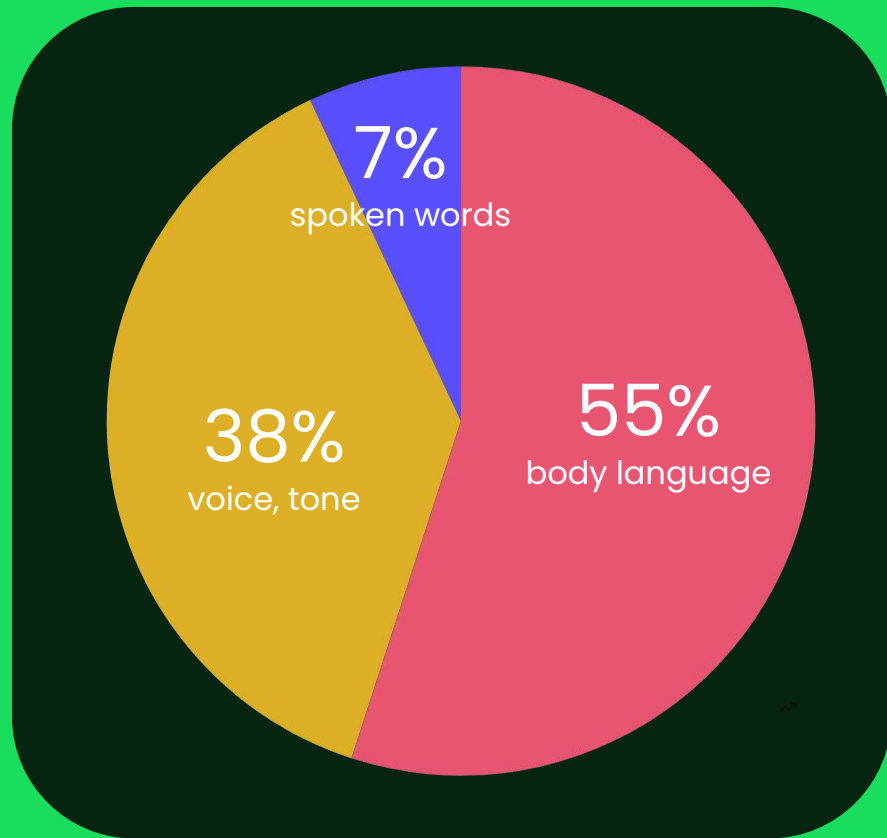
**WHAT WE SAY**

**HOW WE SAY IT**





# How you say it > What you say



*The 55, 38, 7 Rule*  
(Mehrabian & Wiener, 1967 and Mehrabian & Ferris, 1967),

**You don't want to  
sound nervous...**



**You don't want to  
sound meek...**



## You want to sound:

- Louder than average.  
(Yelling is bad. Too quiet is worse.)
- Comfortable
- Confident
- Engaged



# Tips for nailing your tone

- **TAKE COLD CALLS.** Get yourself on lists and get as many cold calls as possible. Take notes on what caused negative reactions and snap judgments
- Really nervous? **Make cold calls a DAILY habit.** Progressive desensitization will kick in faster than you think.
- **Listen to your saved calls.** Have others listen and provide feedback.
- **Listen to live cold calls of teammates.** Have teammates listen to yours.

Will show you how to do this in Apollo!

# How to get to yes?

- Good timing
- Credible potential value



# Prep & Research

**Remove anything that might  
stop you from making your  
cold calls.**





MON  
13

TUE  
14

WED  
15

THU  
16

FRI  
17

GMT-05

5 AM

6 AM

7 AM

8 AM

9 AM

10 AM

11 AM

12 PM

1 PM

2 PM

3 PM

4 PM

5 PM

Block time on your calendar



Dial Block  
8 – 9am

Dial Block  
8 – 9am

Dial Block  
8 – 9am

Dial Block  
8 – 9am

Dial Block  
8 – 9am

Meetings  
9 – 10am

Meetings  
9 – 10am

Meetings  
9 – 10am

Meetings  
9 – 10am

Meetings  
9 – 10am

Apollo Academy Webinar  
10 – 11am

Weekly All-Hands Meeting  
10am, <https://apollo.zoom.us/j/871989586>

Lunch, 11:30am

Lunch, 11:30am

Lunch, 11:30am

Lunch, 11:30am

Lunch, 11:30am

Dial Block  
12 – 1pm

Marketing Team Meeting  
12pm, <https://apollo.zoom.us/j/87958642>

Dial Block  
12 – 1pm

Dial Block  
12 – 1pm

Prospecting New Leads  
1 – 1:45pm

Prospecting New Leads  
1 – 1:45pm

Prospecting New Leads  
1 – 1:45pm

Prospecting New Leads  
1 – 1:45pm

Prospecting New Leads  
1 – 1:45pm

Meetings  
2 – 4pm

Meetings  
2 – 4pm

Meetings  
2 – 4pm

Meetings  
2 – 4pm

Meetings  
2 – 4pm

Dial Block  
4 – 5pm

Dial Block  
4 – 5pm

**Best time to call:**


**6-8am** is generating 2X  
meetings for Apollo users



## Good times to call:

- Early and late
- Fridays
- Sunday VM to office #

When they do less,  
you do more.

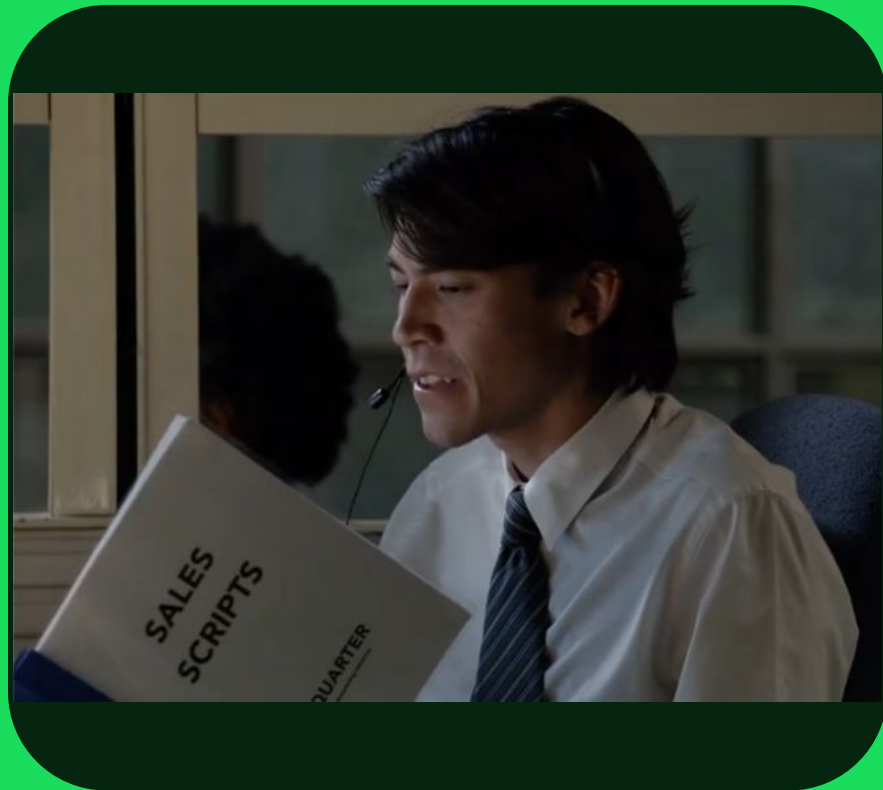


Improve your cold  
call results by  
doing pre-call  
research

76%

of top performing salespeople  
ALWAYS do research before reaching out

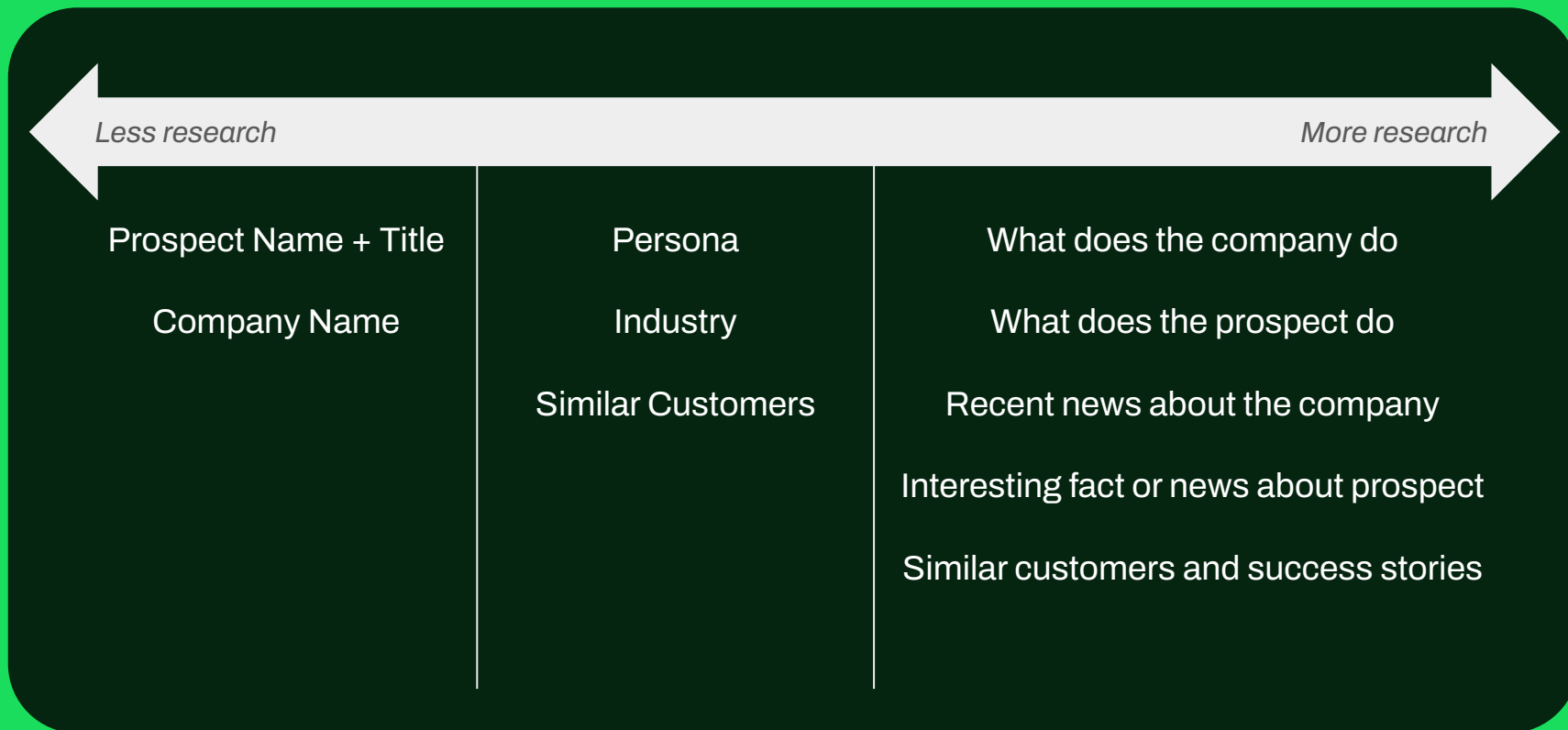
**No targeting +  
No research =  
Telemarketer**



**Highly targeted +  
Pre-call research=  
Sales Professional**



# Pre-call research



## Segment

Persona

Industry

## Tailored pitch

Value prop



## Script snippet

With rates high, many mortgage brokers are seeing volume drop significantly. Sourcing more leads would be great, but most tell me they wouldn't be able to work them effectively - and they won't be adding headcount anytime soon.

We're bringing **brokers 10x more conversations a day** by integrating with tools like `{{CRM}}`. The mortgage shops using our platform see volume similar to 2021, without adding any headcount, and the solution ends up easily paying for itself.





# What to say

# Script Framework

- Greeting
- Acknowledge the interruption
- The reason you are calling
- Ask for permission

Who is calling me?

Why are they calling me?

- Pain or Challenge Scenario

Can I hang up on them?

- Improved future state
- Questions
- Close

# High-Volume Script Example

Hey {{first name}}, it's Anthony from Orum, they keeping you busy today?

Greeting

Look I know I caught you cold here — do you mind if I level with you quickly and you can let me know if you think it's worth a follow-up?

Acknowledge +  
Permission

I saw you were heading up sales at {{company}}, wanted to introduce Orum if you had a minute

Reason for call

Orum is a live conversation & enablement platform that gets your sales team into more live conversations. We're bringing reps **10x more strategic conversations a day** by integrating with tools like {{CRM}}

Improved future state

So {{first name}}, how's lead gen looking for the team in 2023?

Questions

*\*Wait for answer\**

Awesome, well if I could get them more connects than [what they said] would it be worth a 30-minute walkthrough of how Orum works?

Close



# Persona + Industry Example

Hey {{first name}}, it's Anthony from Orum, they keeping you busy today?

Look I know I caught you cold here — okay to spend a minute to tell you why I'm calling you specifically?

Permission

I saw you were heading up sales at {{company}}, wanted to introduce what we are doing to help teams like yours boost their deal numbers.

Orum is a live conversation & enablement platform that gets your sales team into more live conversations.

With rates high, many mortgage brokers are seeing volume drop significantly. Sourcing more leads would be great, but most tell me they wouldn't be able to work them effectively - and that they won't be adding headcount anytime soon.

Value prop,  
personalized for  
persona and  
industry

We're bringing brokers **10x more conversations a day** by integrating with tools like {{CRM}}. The mortgage shops using our platform see volume similar to 2021, without adding any headcount, and the solution ends up easily paying for itself.

So {{first name}}, can I get on your calendar to discuss how we might help {{company}}? *\*Wait for answer\**



## What they say:

- I'm not interested
- I'm busy
- I don't have time
- We already use [competitor]
- Send me an email
- I'm the wrong person to talk to
- You've got 1 minute
- Call back in [X months]

VS

## What they mean:

I want to get off the phone.



# Handling objections

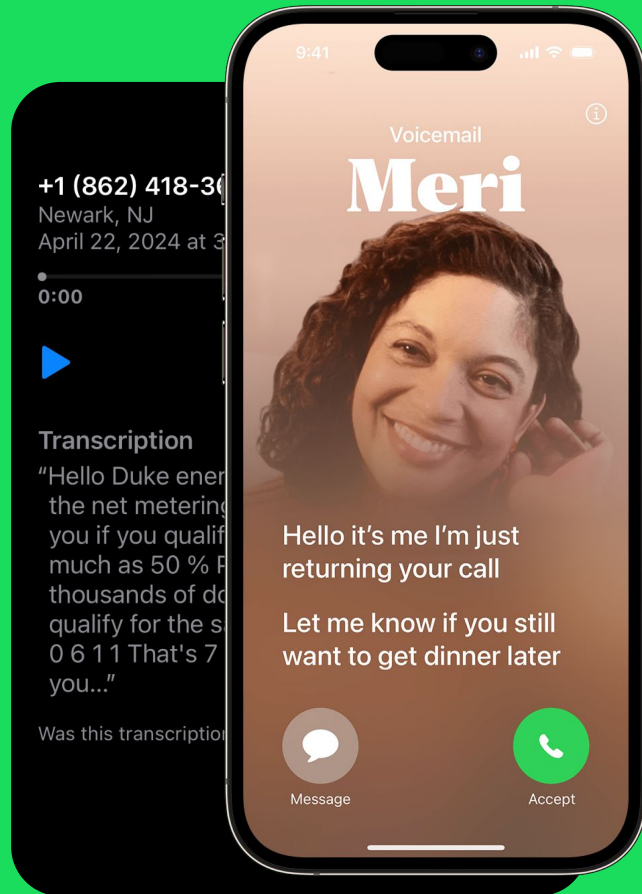
- Handle objections with curiosity - not tricks.
- Speak to what is actually being communicated.
- Don't get defensive - disarm with sincerity or humor.
- Don't be scared to call back later. They won't remember you or how the call went.
- There are ways to practice!

# Voicemails

# VM gives you 2

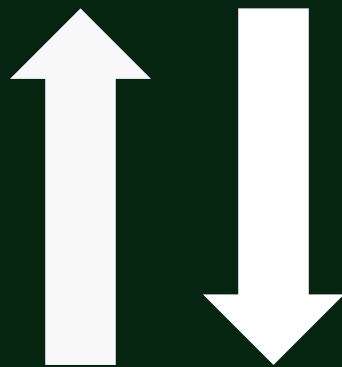
## +Audio message

## +Text message





Voicemails



Emails

# Voicemail script

Hi {{first name}},

This is James from [Your Company].

I sent you an email [X] days ago regarding [*pain point/value prop*]

We've been able to help [*similar companies/Company X*] to see [*results.*]

My phone number is XXX.XXX.XXXX. Hoping to connect to see if we could do the same for {{company}}.

Hope you are having a great day! Talk to you soon.

# Final Tips

- Find your way to make it fun - it is the ultimate competitive advantage in sales
- When someone is mean, they are having a bad day - opportunity to show grace
- Treat it like a science experiment - A/B test ideas, every call a datapoint
- Make that first dial, the rest are easier.
- Feel free to make me your easy 1st dial - (872) 365-4501

**Let's do it in Apollo!**

## Here's how:

- Set up Dialer
- Voicemail Drops
- Dispositions and triggers
- Adding Call Steps to Sequences
- Listening to active calls

# Thank you

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We'd love to hear your feedback!

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