

COLD CALLING CLIFF'S NOTES

MESSAGING GUIDE

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*A short guide to help
create optimal messaging
for cold calling.*

TOO MUCH IS TOO MUCH

Are you a computer chip? Neither are decision makers. When you provide too much information during a cold call, they can't process it all. Especially since almost half of communication is body language. They only hear words and tone. Even if they're trying to find a connection, it could go right over their head.

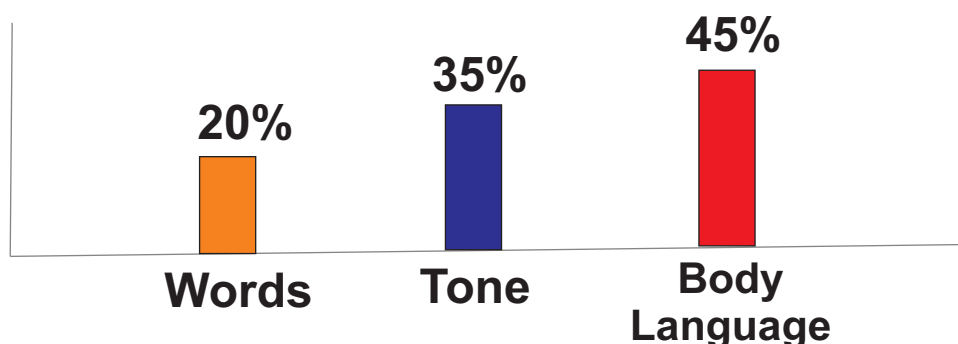
Short statements

If you think your pitch might be too long just break it up into segments. Each part should include some value information.

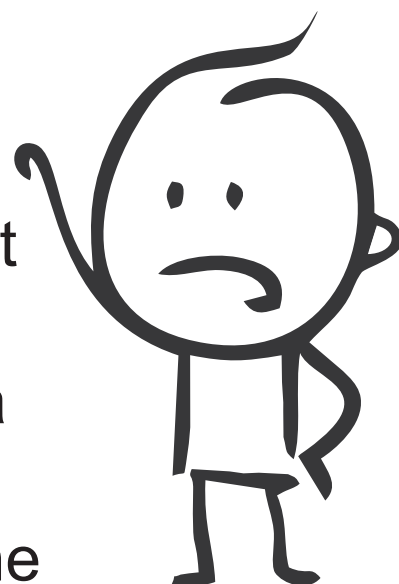


Rank the statements by importance. Provide the most important statements first and try to ask questions in-between.

Communication Graph (appx)



QUESTIONS ARE CONTROL



If you ask a question the decision maker might engage with you. If they engage the chances of a meaningful exchange significantly increase. The best questions to ask on a cold call will uncover problems the prospect is experiencing. But the wrong question can get you eliminated or hung up on. If you figure out what questions to ask, you'll be able to guide conversations.

Example Questions



Fin Tech

Is your team scrambling at month end?

Sales Tech

Does the team have trouble staying organized?

Management Tech

Are you able to track vendor performance?

Recruiter

Do you feel like you're hiring the right people?

YOUR COMPANY SOLVES PROBLEMS

There are reasons why your company has customers. Underneath the value that's provided there are real problems being solved. The problems aren't always obvious but there are ways to figure it out. The best people to ask are the top sales reps and other company veterans. Current customers may also be able to help fill you in. Plug what you learn into the following workbook in order to create questions.

SMART OUTBOUND CREATING QUESTIONS

Sales Engagement Tech Example

Problem your
company solves?

Low activity for reps.

How is the
problem solved?

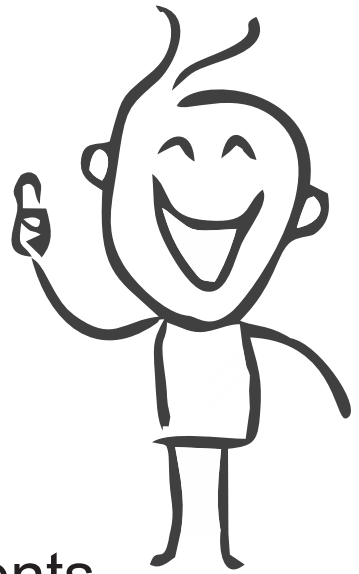
Increased sales touches.

Possible
Question

*Do you think your team
is making enough sales
touches?*

YOUR WORDS MEAN EVERYTHING

Creating messaging for reps to have meaningful conversations is actually pretty easy. I just put myself in the shoes of the decision maker. But sales messaging is only statements and questions. The filler words, those are up to the rep. That's how they put their signature on it. That's why it's so real and believable. The top 1% cold callers totally nail the filler words. I'm convinced it's what makes the whole thing work. Here are some filler words I think you should avoid.



Filler Words to Avoid

- *Basically*
- *Obviously*
- *Like*
- *Sort of*
- *Truthfully*
- *Actually*
- *Honestly*
- *Kind of*
- *First-in-class*