

JB

JOSH BRAUN

**LOWERING
COLD CALL
RESISTANCE**

POP QUIZ

“Can you send me an email?”



Josh Braun



Struggling to book meetings? Getting ghosted? Want to sell without sell...

6d •

I'm running a contest.

You make a cold call.

The prospect picks up.

...see more



301

421 comments



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RESPONSES FELL INTO TWO BUCKETS

PRESSURE

NO PRESSURE

PRESSURE

Josh Braun Great, let's set 15 minutes aside where we can discuss everything you'd like me to include in your email.

PRESSURE

I can absolutely send over an email, but it's a lot like reading IKEA instructions. It's hard to take in and understand unless someone is there showing you what to do. Let's set up some time on Thursday to run through all the info I'm about to send over and answer any deep dive questions you have after reading the info. How's 2pm look?

PRESSURE

I'd love to but the best way I can present our data is via 10 min phone call with a demo code. This will also give you an opportunity to make a few custom searches. Would tomorrow at Noon ET work for you?

NO PRESSURE

"Would it make sense for me to tell you the reason why I'm calling and then you can tell me if it even makes sense to send that email?"

WHAT PERCENT OF RESPONSES WERE **PRESSURE BASED**?

PRESSURE

91%

NO PRESSURE

9%

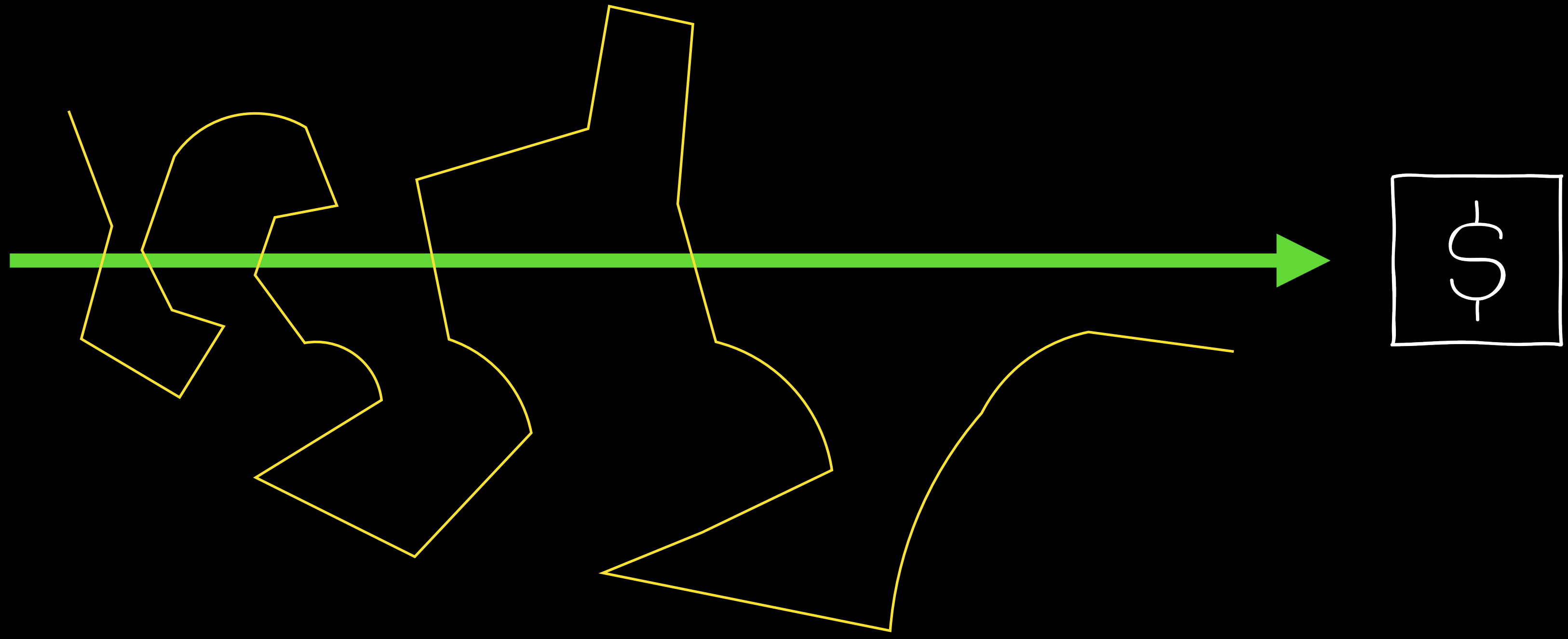
WHAT'S CAUSING THE PRESSURE?

QUOTA

COMMISSION BREATH

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THE PROBLEM?

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WHEN PEOPLE FEEL THE PUSH, THEY PULL AWAY



**I'LL PROVE
IT TO YOU.**

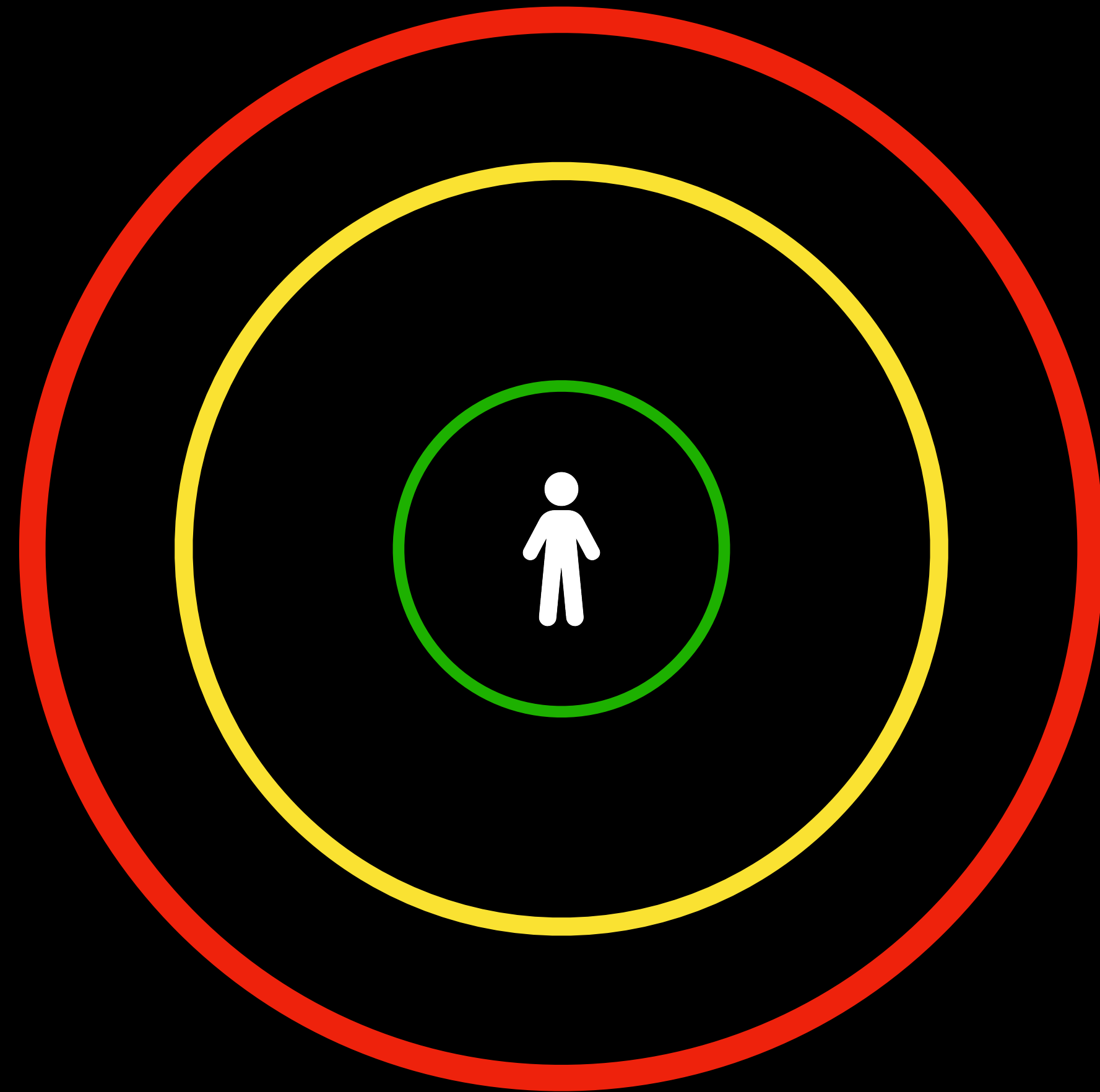
MALL KIOSK



CAN I ASK YOU A
QUICK QUESTION?

THE ZONE OF RESISTANCE

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PHRASEOLOGY THAT CREATES RESISTANCE




“THE REASON FOR ME CALL IS X.”

“THE PURPOSE OF MY CALL IS TO GET ON YOUR CALENDAR.”

“I THINK I CAN SAVE YOU A LOT OF MONEY ON PAYROLL COSTS.”

“I WOULD LOVE TO X.”



**Your price is
too high.**

**Most people felt the same
way. But what they found
was . . .**



**We have a vendor
for that.**

**I just want to show you
what's new. Many customers
were using another vendor
when I reached out. What
they found is they had more
X with Y. Are you available
Tuesday at 3 or 4?**

Send me an email.

**The email comes with me.
I just want to open the
dialogue between our two
companies so we can
show you how we can
help. How's Tuesday at 2?**

FIGHTING RESISTANCE CREATES RESISTANCE

Same intent.

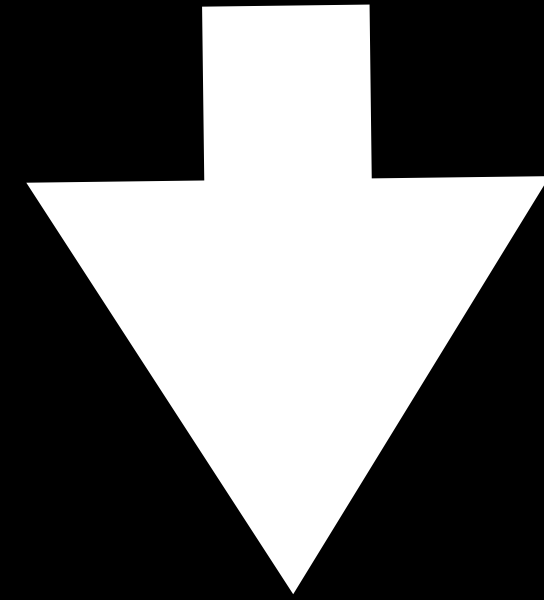
Same behaviors.

Same results.

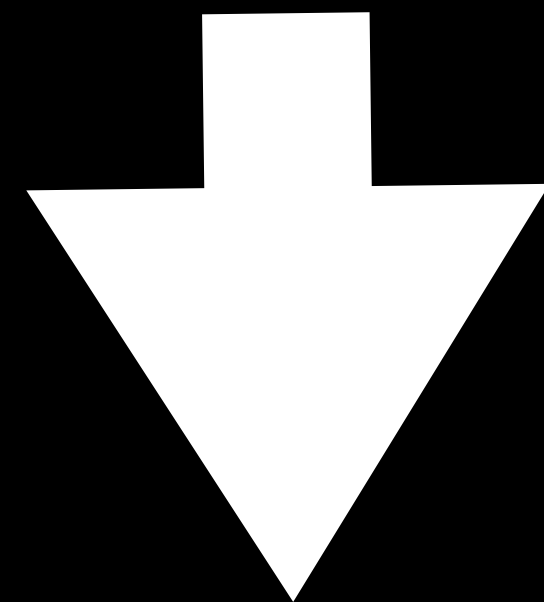
Same feelings.

A WAY OUT

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LOWER THE ZOR



TRUTH

**“YES, I’D LIKE TO
CONTINUE TALKING.”**

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**“NO I DON’T AT
THIS TIME.”**

How?

Change your intent.

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**LET GO OF
EXPECTATIONS**

Detach from
the outcome.

THE DETACH MINDSET

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Your Mantra

“I’m going to reach out to people that **might** have a problem.

Some will be open to talking.

Some won’t.

It’s okay either way.

I’m for some people, but I’m not for everyone.

DETACHED PHRASEOLOGY

“WE’VE NEVER SPOKEN BEFORE.”

“YOU’RE PROBABLY IN THE MIDDLE OF SOMETHING.”

“I’M HOPING YOU COULD HELP ME OUT FOR A BRIEF MOMENT.”

“I’M NOT SURE I’M IN THE RIGHT PLACE.”

“I’M EMBASSED TO ASK...”

“HOW ARE YOU HANDLING . . .”

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SHIFT

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PITCHING

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DISCOVERING

Different intent.

Different behaviors.

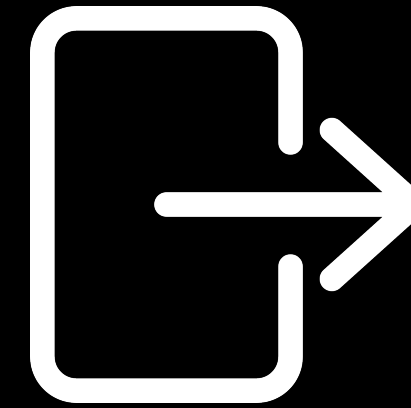
Different results.

Different feelings.

POKE THE BEAR COLD CALLING

Looks like we're not a fit since we work with inside sales teams. I appreciate your time. I know you're crazy busy.

Pop



I know I promised to be brief. If you'd like, I can email you a video so you can determine if this is something you'd like to explore.

Poke

What's your take on Diamond records?

contact Lusha?

Person

Thanks. I'm a little embarrassed because I'm not sure I'm in the right place. Are you still working with the inside sales team?

Permission

Hi Kim. My name is Ryan. We've never spoken before and I know you weren't expecting my call but I was wondering if you could help me out for a brief moment.

REAL

CALL

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OBJECTIONS

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SHIFT

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OVERCOMING

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UNDERSTANDING

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**DON'T FIGHT
THE RESISTANCE**

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**JOIN THE
RESISTANCE**



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**NO HAND TO
HAND COMBAT**

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REAL CALLS

Thank you.