



Webinar



Podcast



Event

COLD CALLING WORKSHOP

LIVE Training

Tuesday 26th October 2021

Cognism 

PANEL



Morgan J Ingram

Director of Sales Execution
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David Bentham

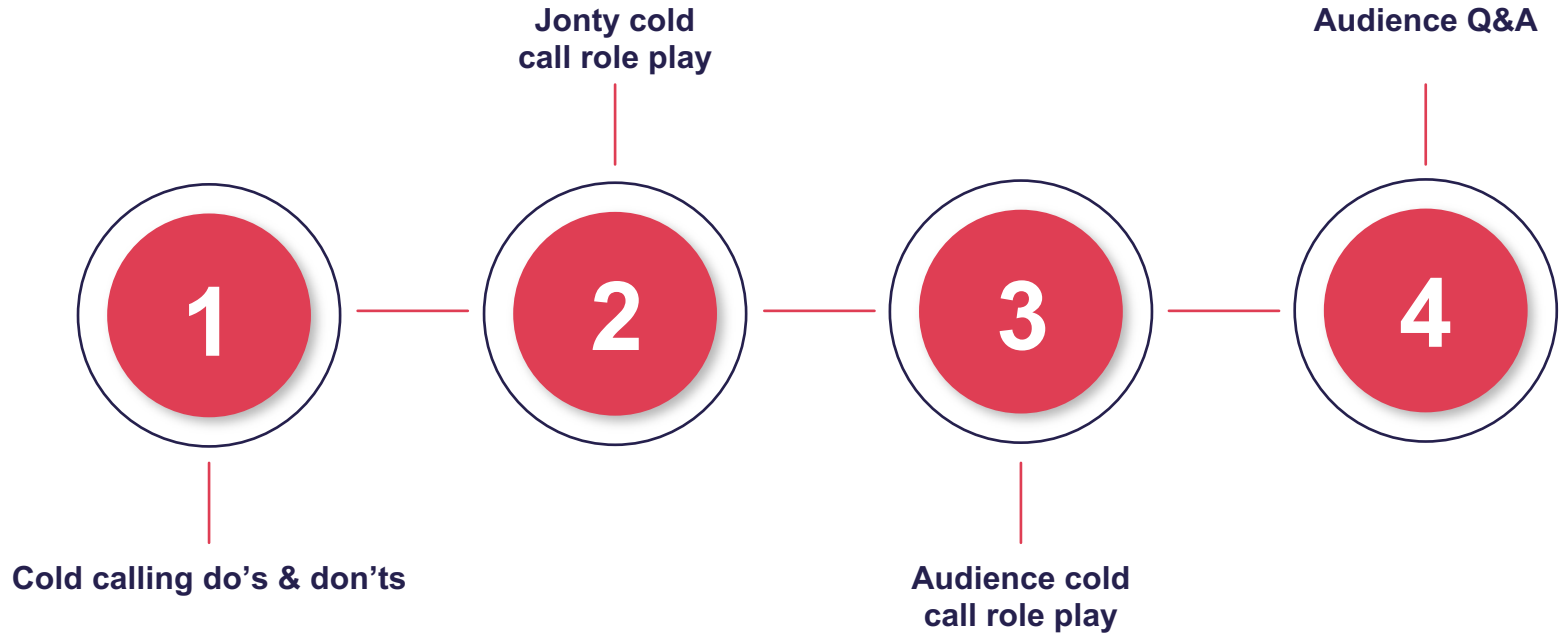
Inside Sales Director @
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Jonty Jewels

Enterprise SDR @
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AGENDA



1.
COLD CALLING DO'S AND DON'TS

The bottom of the slide features a decorative graphic consisting of several overlapping, upward-pointing triangular shapes. The outermost shape is a dark red color, and it is surrounded by a lighter red shape, which is in turn surrounded by a dark blue shape. The shapes are centered and create a layered, architectural effect.

COLD CALLING DO'S AND DON'TS



DO'S

- Focus on Mirroring
- How many Polar Bears does it take to break the ice?
- Focus on the value your product or service adds to the prospect
- Try and create a 50/50 Talk ratio
- 3 No's rule
- Assumptive close
- Ask permission



DON'TS

- Ask Closed Questions
- Don't bombard prospects with product features
- Don't make it all about Me, Me, Me
- Commission breath
- Ignore prospects objections (active listening!)
- Don't Lie
- Don't forget your tonality immediately after an objection

JONTY COLD CALL

The bottom of the slide features a decorative graphic consisting of three overlapping, upward-pointing chevron shapes. The outermost shape is a dark red color, the middle one is a medium red, and the innermost one is a light blue-grey. They are all centered horizontally and point towards the top of the slide.

AUDIENCE COLD CALLS

The bottom of the slide features a series of overlapping, upward-pointing triangular shapes. The topmost shape is a dark red color, followed by a slightly lighter red, and then a dark blue-grey color. These shapes are centered and create a sense of depth and movement.

COLD CALLING VOLUNTEERS

Any questions?

This webinar has been recorded. A link will be sent out later, along with a copy of the presentation slides.

