
COLD CALLING

LENGTH

3 Hours

CERTIFICATION

This is a required module for:

- Pipeline Builder Specialization

FORMAT

Live

Despite the popularity of social selling, cold calling is still the most effective form of generating new business.

In this course, we'll introduce the cold call flow and teach techniques for getting through to your prospects, pitching your business, asking effective questions, qualifying leads, handling objections on the fly and ultimately, setting the next steps.

LEARNING OUTCOMES

After taking this course, you should be able to:

- understand the importance of setting SMART objectives for every cold call
- increase your percentage of conversations per dial
- qualify more opportunities and book more follow-up meetings over the phone

COURSE OUTLINE

Before The Call

- Setting SMART objectives
- Researching your prospects
- Creating a talk track

The Call

- Opening
- The Hook
- Role Play: Opening & The Hook
- Qualification Questions
- Discovery Questions
- Objection Handling
- Role Play: Objection Handling
- Setting Next Steps

(Optional) Individual Coaching

- Individual Role Play
- Live recorded calls with feedback