B2B Cold Caller Training Course: Mastering the Art of Lead Generation

Module 1: Best Practices for B2B Cold Calling
- **Goal**: Book 5–10 appointments/week with decision-makers (e.g., owners, managers).
- **Timing**: Call during business hours (9 AM–12 PM, 2 PM–5 PM local time)—Tuesday–Thursday are peak response days.
- **Volume**: Aim for 100 calls/day, 3-days per week; expect 5–10% connect rate (5–10 conversations).
- **Preparation**: Research the prospect's business (e.g., check their website) before dialing.
- **Mindset**: Stay positive, concise, and value-focused—**rejection is part of the game.**

Module 2: Equipment & Software Needed
- **Equipment**:
  - Computer (min. 8GB RAM, stable internet 10 Mbps+).
  - Noise-canceling headset ($20–$50, e.g., Logitech H390).
- **Software**:
  - **VoIP**: Dialpad or RingCentral for US numbers and call tracking.
  - **CRM**: ZOHO —log calls, notes, and appointments.
  - **Call List**: Will be imported in ZOHO.
  - **Calendar**: Use ZOHO to book presentations.
- **Setup**: Test audio, ensure quiet workspace, and sync VoIP/CRM before starting.

Module 3: Pitching Approaches (see videos and pdfs)
- **Structure**:
  1. **Intro (10 sec)**: "Hi [Name], I'm [Your Name] with [Web Firm]. We help service pros (e.g., "plumbers in [City]") like you grow online—do you have 30 seconds?"
  2. **Hook (20 sec)**: "I noticed your digital marketing could use a refresh to attract more clients—our custom tools & tactics

can double business within one year for businesses like yours. We will double your business for half the price!"
3. **Close (10 sec)**: "Can I book you a quick 15-minute chat with our digital marketing expert to explore this?"
- **Tips**:
   1. Personalize: Mention their trade (e.g., "plumbers in [City]").
   2. Focus on Pain Points: No website, outdated design, or poor lead flow.
   3. Keep it Short: 30–60 seconds max.

Module 4: Dealing with Resistance (see videos and pdfs)
- **Common Objections & Responses**:
   - **"Not interested"**: "I get it—most pros we talk to weren't either until they saw how it pays for itself in new jobs. Worth a quick look?"
   - **"Too busy"**: "Totally understand—our call's just 15 minutes, and it could double your business. When's a good time?"
   - **"Happy with current site"**: "Glad it's working! We often find small tweaks—like mobile optimization—double results. Can we check yours for free?"
- **Technique**:
   - Acknowledge, don't argue.
   - Pivot to value (e.g., ROI, time savings).
   - Offer an exit (e.g., "If it's not a fit, no pressure").

Module 5: Email Follow-Up
- **When**: After every call—interested or not—to reinforce the pitch. Add your original setence to the stock email.
  Located In Zoho / Ring.io
- **Tips**: Keep your intro short (one sentence), personalize, and include a CTA. Send via HubSpot for tracking.

Module 6: Appointment Setting

- **Process**:
    4. Confirm interest: "Sounds like a fit—can we set a 15-minute call with our web marketing expert?"
    5. Offer options: "How's Wednesday at 10 AM or Thursday at 2 PM [their time]?"
    6. Book it: Use Zoho, **make sure Iris is available!**, confirm via email with details.
- **In Zoho**: Add contact, note call outcome (e.g., "Booked 3/25, 10 AM"), and assign to sales closer.
- **Goal**: Secure date, time, and decision-maker's commitment.

Module 7: Do Not Call List & Compliance
- **US Do Not Call (DNC) Registry**:
    ○ Applies to residential numbers, not businesses—but some pros use personal lines. Our company honors it anyway.

- **Best Practice**:
    ○ Honor opt-outs: "Remove me" = immediate removal from our list (note in HubSpot).
- **Our Policy**: We'll scrub lists against DNC where applicable—you focus on calling new list numbers.

Module 8: Wrap-Up & KPIs
- **Daily Routine**:
    ○ 30 mins overall: web research, make notes.
    ○ 2.5 hrs: Call block.
    ○ 30 min: Log calls, send follow-up emails.

On each call, pull up the website to use while pitching.

- **KPIs**:
    ○ 100 calls/day. 3 days per week (Tuesday, Wednesday, Thursday).
    ○ 10 -15 connects/day.
    ○ 1–2 appointments/day (7-10 /week).

- **Support**: Weekly check-in with us to review progress and tweak strategy.

Watch the videos in the Intranet!

Feel free to ask Evan any questions!

THANK YOU!