

COLD CALLS

In the dynamic world of enterprise sales, the art of cold calling often gets overshadowed by the allure of digital outreach methods. With the rise of email campaigns, LinkedIn messages, and other social outreach strategies, many have prematurely declared cold calling obsolete. However, nothing could be further from the truth. **Cold calling remains a potent tool in the arsenal of enterprise sales professionals, serving as a direct and immediate touchpoint that can capture a prospect's attention in real-time.**

While email and social outreach offer the advantages of scalability and asynchronous communication, they often lack the immediate feedback and personal touch that a cold call can deliver. **Cold calling provides salespeople the unique opportunity to adjust their pitch on-the-fly, answer objections in real-time, and build rapport in a direct, human-to-human interaction.** In an age where inboxes are flooded and automated messages are ubiquitous, the human voice offers authenticity and differentiation. This section delves deep into the best practices for cold calling, emphasizing its critical role in complementing and enhancing your overarching outreach strategy.

How to Make a Successful Cold Call:



- Gather intel ahead of time
- Leverage a script - but don't just recite it
- Start with a proactive opener
- Educate and inform your prospect

STAT:

82% of buyers accept meetings with sellers who cold call (RAIN Group)

57% of C-Level buyers prefer to be contacted by phone (Crunchbase)

42.1% of respondents say that the phone is the most effective sales tool at their disposal (Sales Insights Lab)



AI BOOST:

Use prompt: "Generate a script to use when cold-calling an AV Director persona at (company name)"



AI BOOST:

Use prompt: "Create a script for a discovery call for our (insert) product."



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Use the research you applied to your value blocks to create a cold call script.

Value Blocks Review:

Organizational Vision

"WHY ARE WE TALKING"

Supporting Objectives

"WHAT OUTCOMES ARE YOU HOPING TO ACHIEVE?"

Strategic Initiatives

"HOW WILL YOU USE TECHNOLOGY TO ACHIEVE THIS OBJECTIVE?"

Risks & Challenges

"CONSEQUENCES OF BEING UNABLE TO TRANSFORM?"

Solution Requirements

"HOW DOES ACME HELP WITH THIS?"

STRUCTURE

INTRO

SUPPORTING OBJECTIVES, RISKS, & CHALLENGES

SOLUTION REQUIREMENTS & STRATEGIC INITIATIVES

CTA

EXAMPLE CALL SCRIPT

Hi [Name], I'm [Your Name] from ACME.

I've looked into your healthcare facility and identified a couple of ways we can assist. May I quickly share these ideas? If they don't align with your needs, I won't bother you again.

I understand that your hospital is focusing on enhancing patient care and streamlining health records management. Falling short in these areas could impact patient satisfaction and operational efficiency.

ACME's advanced patient monitoring systems are designed to provide exceptional accuracy and ease of use, which is vital for ensuring that patients receive the best care and attention.

Additionally, our integrated electronic health records (EHR) system simplifies data management, making it easy for your healthcare professionals to access and update patient information.

Let's discuss further how TechHealth Solutions can support your hospital's objectives. Would Tuesday at 10am be a good time for a meeting?