COLD CALL CHEAT SHEET

1. "HOW HAVE YOU BEEN?"
   - Using the Phrase
   - Baseline
   - Cold calls that opened with this question boasted a 10.01% success rate compared to the 1.5% baseline.

2. "THE REASON FOR MY CALL IS..."
   - Using the Phrase
   - Baseline
   - Beginning with a proactive reason for your call increases your success rate by 2.1x. Human crave reasons, so give them one!

3. SELL THE MEETING
   - Salesperson
   - Prospect
   - Don't be afraid to go on a longer monologue than normal. Sell the meeting, don't do discovery.

4. EDUCATE, DON'T INTERROGATE
   - Successful Cold Calls
     - Talk 55% Listen 45%
   - Unsuccessful Cold Calls
     - Talk 42% Listen 58%
   - Because you need to educate and inform the buyer straight out of the gate, top reps "own" more of the conversation.

5. THE LONGER THE CALL, THE BETTER
   - Duration of Cold Call (Minutes)
   - Cold Calls With Followup
   - Cold Calls With No Followup
   - Every sentence you utter on a cold call should serve one purpose: to get the listener to listen to your next sentence. Choose your words carefully.

Check out more research and insights at Gong.io/blog