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| **Cold Call Framework #2** |
| **Intro** |
| Hey - this is [[your name]] calling with [[your company name]]. Fair warning - this is a cold call. I will let you hang up now, or if you’re up for it, would you be open to me stealing a minute of your time? |
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| **YES** | **NO** |
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| Fantastic! (Proceed to Value Statement) | Not a problem. When is a better time to call? |

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| **Value Statement & CTA** | **Value Statement (Shortened) & CTA** |
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| Here at [[company name]], we are organizing a roundtable discussion with other leaders in the space. We hold these events quarterly, and its a great opportunity for executives like yourself to share ideas. Would you be open to receiving more info on this event? | We are putting together a roundtable discussion with leaders like yourself to share best practices. Would you be open to receiving an email from me with more info on this event? |

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| **YES** | **NO** |
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| (Proceed to call wrap up) | Is there a particular reason why? |

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| **Call wrap up** | **Call wrap up 2** |
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| Fantastic - I will send over an email with more information on the event. My teammate will be reaching out as well - he/she is the real authority on how these roundtables go. | Fantastic - I will send over an email and have my colleague reach out to you to get you registered. |

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