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| **Cold Call Framework #1** |
| **Intro** |
| Hey - this is [[your name]] calling with [[your company name]]. I also know I’m calling completely out of the blue, here - do you have 24 seconds for me to share why I called OR so I’ll be brief. We’ve developed a breakthrough solution for leaders like yourself that [[insert outcome]]. Is that something you take care of? |
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| **YES** | **NO** |
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| Fantastic! (Proceed to Value Statement) | ask for referral -- Who should I reach out to? |

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| **Value Statement** | **Value Statement (Shortened)** |
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| The reason for my call is to set up a time for us to talk about how we’ve helped leaders like yourself solve for [[specific problem]] Our [[solution]] provides [[outcome]]. Again, I know I'm calling out of the blue here, so - at this point - does any of what I just said resonate? Or am I off the mark here? | The reason for my call is to set up a time for us to talk about how we’ve helped leaders like yourself solve for [[specific problem]]. Does this fall under your purview? |

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| **YES** | **NO** |
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| (Proceed to CTA) | Who should I connect with? (Document referral and end call) |

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| **CTA** | **CTA 2** |
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| Fantastic - based on that, our team would love the chance to show you what we’ve been building. Does that sound like a horrible idea? How does this week look? | Fantastic - again, I know I called out of the blue, so I am happy to set up a time for us to learn more about what you’re up to when you’re actually expecting my call. How does this week look? |

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