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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** | |
| |  |  |  |  | | --- | --- | --- | --- | | Fantastic! (Proceed to Value Statement) | | ask for referral -- Who should I reach out to? | | | | | |
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| **Value Statement** | | **Value Statement (Shortened)** | |
| |  |  |  |  | | --- | --- | --- | --- | | 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** | |
| |  |  |  |  | | --- | --- | --- | --- | | (Proceed to CTA) | | Who should I connect with? (Document referral and end call) | | | | | |
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| **CTA** | | **CTA 2** | |
| |  |  |  |  | | --- | --- | --- | --- | | 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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