



Webinar

Please feel welcome to submit
your questions throughout.

COLD CALLING

The Next Generation of Outbound in 2021

Tuesday 9th February 2021

Cognism 

Panel



Hugh Campbell
Sales Team Lead, Cognism



Charlotte Johnson
SDR, Salesloft



Jenny Gray
Senior SDR, Cognism

Agenda



+ the best tools for cold calling 🛠

“Isn’t cold calling dead?”

Studies have shown that only **2.5%** of cold calls are effective.

Why cold calling still works:

- Quick, upfront interactions
- Flexible product knowledge
- Personality



The flipside

71%

of company owners would rather hear from reps
via phone, than by email, faxes, drop-in visits,
and other media

Finding your prospect

Who are they?

- > Job title
- > Target industries
- > Have they recently moved?
- > Is their company hiring?

Extra Credit

It's always a good idea to extra research - for example, have they posted on LinkedIn?

However: Max 30s on this.

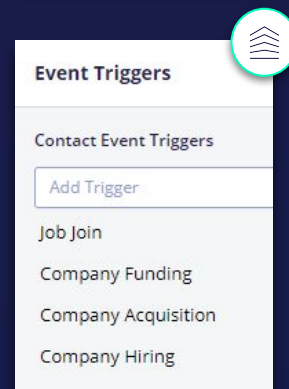
Target accounts

Your step-by-step guide to finding better accounts:

1. **ICP.** Look at your best customers, find more like them.
2. **Triggers.** Get tailored alerts for the perfect time to reach out.
3. **LinkedIn Sales Navigator.** A tool for every salesperson.

Top tip:

Focus on one persona at a time - align your outreach with any common traits, ambitions or needs.



Step 1: Confidence

Hey. You. Start calling.

*How to *feel* like a Pro Cold Caller:*

- Don't **overthink** booking a meeting. Have a chat.
- Build an **environment** that works for you.
- Trust in your own **natural progression**.



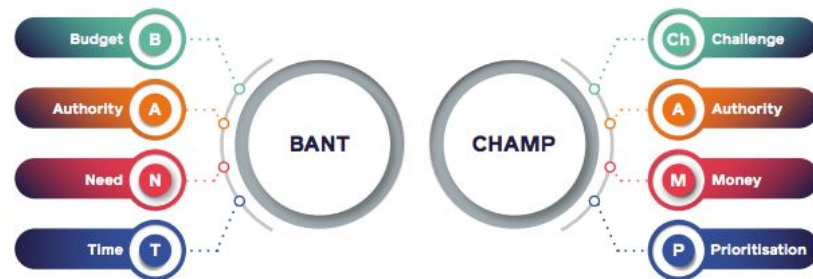
Meme provided by Oli Scampton - Cognism SDR

Qualify and adapt

What's the purpose of your call?

70% Discovery, 30% Selling

1. Let the prospect talk
2. Dig out specific pain points
3. Can you *actually* help the prospect?




The snappily titled pair provide a structure to qualifying a prospect and addressing their needs. CHAMP is perhaps the more modern of the two, prioritising their challenges (called "Need" in BANT) over monetary constraints that can be flexible anyway.

The Script, in 7 steps

1. The intro
2. The opening pitch
3. The discovery
4. The second pitch
5. The value
6. The case study
7. The close (?)



Get in the flow

Introducing: **The 30s Push** 

- **Respect.** Ask for a moment of their time, before getting started.
- **Mirror.** Let them determine the tone of the conversation.
- **Relate.** Lead with a problem that's relevant to them.

Top tip:

Try to frame your pitch as a direct solution to a specific problem.

For example: "You spend five hours a week prospecting? Save that time."

BONUS ROUND

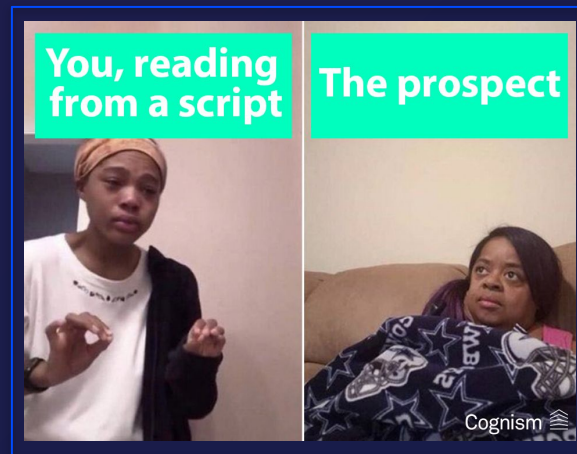


How to build rapport: Jenny

1. Don't be robotic! Be genuine.
2. Use the prospect's name to foster trust.
3. Actively listen to what they're saying.

Don't forget: Charlotte

- **Enjoy it.** You're going to make mistakes, and that's OK.
- **Take a breath.** Don't let knockbacks put you (or your colleagues) down.



Objections

You can't prepare for everything. Stay on your feet, and don't get bogged down in the theory.

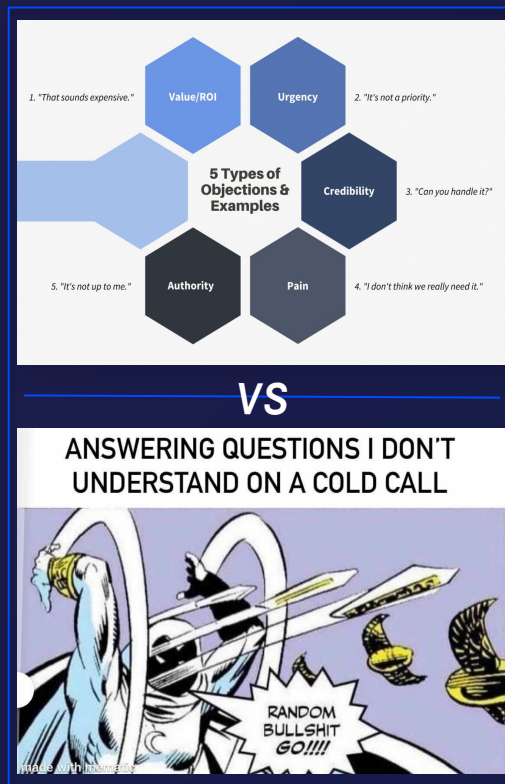
Top tip:

Stay positive! Not only on that call, but also on the next.

Where can I start?

The 3F framework

- Feel
 - Felt
 - Found



2 example objections

Jenny Gray

“Send me an email and I’ll get back to you.”

Charlotte Johnson

“I’m jumping into a meeting - can you call me next week?”

The best in sales tech

Prospecting Tools

Cognism 

LinkedIn
SALES NAVIGATOR

Direct Mail

 **Reachdesk**

Video Hosting

 vidyard®

Sales Engagement

 **SalesLoft**

Email Signature

 **Mailtastic**

Any questions?

This webinar has been recorded.
A copy of the recording will be shared with you tomorrow
via email, in addition to the presentation slides.

For more resources on cold calling,
please visit: <https://cognism.com/blog>



Hugh Campbell,
Cognism



Charlotte Johnson,
Salesloft



Jenny Gray,
Cognism