Cold calling stinks.

At least it does when prospects are screaming at you before smashing "end call".

Sadly, this’ll always happen. But you can massively increase your chances of luring a prospect to demo with the right weapons in your arsenal.

The most important one being:

A cold calling cheat sheet. On the right is Cognism’s proven formula for booking an enterprise demo every single day.

1 - The intro
Start with a friendly, conversational introduction, before asking “is now a bad time?” The prospect will naturally want to say “no”, giving you an in.

2 - The opening pitch
Give your prospect some context about your company before trying to showcase your research on them in the pitch.

3 - The discovery
Use discovery to qualify prospects in or out by understanding their current processes and how your solution adds value.

4 - The second pitch
This is the stage in your cold call where you can pitch again, using your discovery to target your prospects’ pain points and needs with laser focus.

5 - The value
The next step is to explain why your current clients have switched from their old process to using your product.

6 - The case study
You can strengthen your cold call with a case study that’s relevant to the prospect, describing the results they achieved using your solution.

7 - The close
A good tactic for your close is to suggest that your cold call is actually a waste of the prospect’s time - wouldn’t they rather see a B2B sales demo?
Top 10 Cold Calling Tips

Cheat sheet aside, there are a ton of tactics you can weave into your own routine to book even more demos with enterprise prospects. Here are some of our favourites:

1. Say the prospect’s name a lot to build rapport.
2. Be an active listener and repeat what the prospect says back to them to show you’re listening and engaged.
3. Lead in strongly by mentioning a clear differentiator for your product/service.
4. Develop a conversation that’s warm and comfortable for you and your prospect with a friendly tone.
5. Ask “how”, “why”, and “what” questions to discover your prospects’ pain points and ambitions.
6. Don’t ask close-ended questions that don’t allow your prospect to elaborate.
7. Focus on outcomes not features because your prospects are only interested in what you can do for them.
8. Refer to any customers of yours that are similar to the prospect’s business in terms of size, industry, location, etc.
9. Try to back up your cold call with case studies if possible, ideally from your prospects’ peers.
10. Evolve your cold calling scripts as your SDRs learn what prospects love and hate.