

The demo-a-day SaaS sales cold calling cheat sheet for enterprise

The 7 elements of a SaaS sales cold call

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.



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.



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