

# Cold-Calling Battlecard Live Series: Mastering BD



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## Before you pick up the phone

It's important to:

- Stay organised and targeted with your list
- Start with lower-hanging fruit e.g. lapsed clients
- Do your homework - what problem are you solving?  
How well do you know them? Show off!

Learning Outcome

1

The importance of a great opener

Learning Outcome

2

How to handle objections like a pro

Learning Outcome

3

Adopting the right mindset and environment

## Pick your opener

First impressions count; a strong opener will help set the tone. Here are some examples of Permission-Based Openers (PBOs):

"I'll be upfront, {name}, it's a dreaded cold call. Do you want to throw your phone out the window now, or let me have 30 seconds and then decide?"

"Hi {name}, can you help me understand who's in charge of {ICP function}?"

"Hi {name}. I'm calling regarding {trigger, e.g. hiring}. Has that changed?"

"Hi {name}, this is {your name} from {company}. I sent you an email/DM about {pain}. Did I completely miss the mark?"

## Mindset & environment

Create the right environment and frame the 'why' behind cold-calling - this will encourage you to call when you should vs. when you CAN.

### 66% OF MEETINGS ARE BOOKED ON THE PHONE

- Establish consistent messaging and hold yourself accountable
- Train regularly using role play - practice handling objections in a 'safe to fail' environment
- Still use other channels - the phone works best in a multichannel approach
- Regularly remind yourself the WHY behind it
- Monitor effectiveness and have the tools do this - data is key
- Have a set time to do BD e.g. sprints
- Gamification - use leaderboards in the office and drum up some competition!

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## Objection handling framework

**1.**

**Pause for 2-3 seconds and THINK.** Accept and repeat (if needed)

**2.**

- a. I thought you might say that.
- b. Ouch, it must be frustrating to operate without budget.
- c. I'm not surprised, [competitor] is great.

**3.**

**Ask for permission,** "Do you mind if I ask a question about that?"

**4.**

**Ask the question right away** (or you may lose the conversation)

**5.**

**Post-objection,** "Before I go, do you mind if I ask one last question?"

## Objection response examples

Don't forget to put your own spin on your conversations.

After all, it's an opportunity to showcase your personality and stand out from the crowd.



**Please send me an email (right away)**

Of course, I can. What's the best email to reach you on? Before I do, would you be opposed to hearing what it is about to ensure it's even relevant?



**Call me back in six months**

- a. It sounds like something specific will happen in six months. Do you mind me asking what that may be?
- b. Happy to, out of interest, what's likely to have changed in 6 months or is this a polite way of saying go away?



**Where did you get my number?**

I use a platform called (insert) and you came up as (job title) at (company), is that correct?

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