Anthony's Winning Cold Calling Script

Hey [first name], it's [your name] from [company], are they keeping you busy today?

Look I know I caught you cold here — do you mind if I level with you quickly and you can let me know if you think it's worth a follow-up?

I saw you were heading up [role] at [company], and I wanted to introduce [solution] to you.

Give a 1-2 sentence pitch with added credibility/social proof

So [first name], how is [pain point] looking for 2023? *Wait for answer*

Awesome, well if I could get you more [value] than [their answer] would it be worth a 30-minute walk-through of how [product] works?

Extra Tips & Tricks for Cold Calling

Pra	actice, practice, practice (+ record to see your progress)
Cor	nsistency is 🄑 — set aside time to cold call every day
☐ Try	"Can I ask you one quick question?" to keep busy buyers on the phone
☐ No	answer? Leave a voicemail!
Ref	ference the emails you sent in voicemails (and visa versa!)
☐ Wa	rm up best-fit leads in automated sequences with both calls + emails
Cre	eate long-term goals and keep an abundance mindset
☐ Tak	ke regular breaks and prioritize physical health

