# OUTBOUND SALES
# 10 STRATEGIES TO CLOSE MORE DEALS

PhoneBurner®

# Welcome to our latest eBook!

At PhoneBurner, we power millions of calls and connections between our users and their customers each week. And, like our customers, we maintain a strong focus on building enduring relationships with the people we serve. It's helped us develop a deep understanding for what it takes a salesperson to be successful, whether they're an individual rep, manager, or VP.

Ask any great salesperson what the most valuable resource they have (next to high quality leads!) and you'll hear: "time." It's why we designed this eBook in bite-sized pieces. You don't need to read it cover-to-cover to acquire the actionable insights within, although you're certainly welcome to do so. Instead, you can easily scan the chapters for content that's relevant to your career right now. Simply put, we want salespeople to maximize output from their two most precious resources: their leads and their time.

We define our success at PhoneBurner based on your success: driving more desired outcomes, higher conversions, and, ultimately, more meaningful conversations. In the context of this eBook, success means helping you get more prospects on the phone and engaging with them in more meaningful conversations. So, come to this eBook confident that you can quickly and efficiently get what you need, at any point in your career, in order to be successful.

Your voice and opinion is important to us as well, and we welcome the opportunity to learn more from you. To that end, if you ever have an outbound tactic, strategy, or insight, please don't hesitate to reach out and share it with our team. You can find us on LinkedIn or email us directly at marketing@ phoneburner.com. As we continue to build a community of world-class sellers who leverage our platform, it's the inspiration that we draw from you that makes a much stronger "us!"

Enjoy the content here, and best of luck with your outbound efforts.

All the best,
Chris Sorenson
Chief Commercial & Chief Product Officer at PhoneBurner

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# Introduction

What's the first thing that comes to mind when you hear "outbound?" If you're like most sales leaders, you probably think "cold call." And you wouldn't be wrong.

Cold calling is the backbone of a successful outbound sales strategy, but it isn't the only factor at play. Your reps likely use email, SMS texting, and social media to help close deals as well.

Unlike cold calling, which is one specific tactic, outbound is a sales process. It's incredibly cost-effective, and allows your reps to do the following:

- **Engage with prospects on a personal and authentic level**
- **Receive real-time feedback on the efficacy of their pitch and script**
- **Generate new leads for the business**
- **Improve customer satisfaction and retention rates**
- **Create upsell opportunities**
- **Increase their chance at reaching top decision makers**

Still, cold calls reign supreme among outbound tactics as the most impactful tool your reps can use. And we're not just saying that because PhoneBurner powers millions of calls every week. Take a look at these stats[1]:

- **82% of people say they've accepted a sales meeting after receiving a cold call**
- **57% of C-Suite executives at B2B (Business to Business) companies prefer to be contacted by phone**
- **69% of people have accepted one phone call from a sales rep in the last year**

What's interesting is that 63% of sales reps say cold calling is the worst part of their job. That's not surprising since it's difficult for anyone to get hung up on, barked at, or repeatedly told "No."

The problem is that an aversion to cold calling can lead reps to lean too heavily on email, texting, or social media for their outbound sales. That, in turn, can tank your team's overall numbers. Companies that don't use cold calling see 42% less growth than companies that do.

When it comes to successful outbound, the key is to use cold calling as the primary tactic and supplement those efforts with email, text, and social selling. You have to coach your reps to embrace the phone and keep dialing.

In this guide, we brought together the expert insights, strategies, tactics, tools, templates, and advice from masters of outbound and cold calling. With the help of these industry experts, you'll be able to ensure your team embraces the phone, smartly targets prospects, and improves their outbound efforts.

Let's meet our masters of outbound!

1. https://www.zippia.com/advice/cold-calling-statistics/

# Introducing the Masters of Outbound

For this guide, we gathered tips, tactics, strategies, and expert insights from five different masters of outbound and cold calls. Here they are:

## Greg Woodward

### Founder and CEO of Woodward Strategies

At Woodward Strategies, Greg helps venture-backed B2B companies ramp and scale their outbound. He works specifically with inside sales reps, SDRs, and BDRs, and he's the trainer our own sales team uses here at PhoneBurner.

## Haylee Taylor

### Senior Associate at ClozeLoop

Haylee has no fear of the phone. In her role at ClozeLoop, she's constantly cold calling to sell sales strategy, training, and enablement to everyone from management teams to sales reps at high-growth companies.

## Dan Bigelow

**CEO at Sandler Training Utah**

For almost a decade, Dan's been running Sandler Training Utah, a sales development company focused on helping companies sell. Dan's background is in the door-to-door sales industry, which gives him a wealth of experience when it comes to engaging with prospects in conversational ways.

## Jason Bay

**Chief Prospecting Officer at Blissful Prospecting**

Jason serves as an outbound sales coach and trainer who helps teams connect with decision-makers, nail their messaging, increase productivity, and close outbound deals. His favorite thing is calling a complete stranger, starting a conversation with them, and generating sales momentum from that.

## Josh Braun

**Founder of Josh Braun Sales Training**

Through acts of caring, being curious, and making people smile, Josh helps train sales teams and reps to sell while preserving their authenticity and humanity. For him, it's all about understanding where a prospect is in the buying cycle, which he accomplishes by starting conversations based on key questions.

We've compiled the insights of these masters into 10 chapters, each of which focuses on a key strategy:

- **Conversations Over Sales Pitches**
- **Preparation, Planning, and List Building**
- **Understanding the Psychology of Outbound**
- **Pattern Interrupts**
- **Permission-Based Openers**
- **Priority Drops**
- **Encountering and Handling Objections**
- **Scheduling Meetings**
- **Asks for More Information**
- **Asking for Referrals**

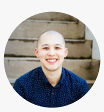
In each chapter, we include templates, scripts, frameworks, and thought-starters that you can use with your own team's outbound strategy. No matter what you use, make sure to tweak it to fit your personal style and add your own flair to it.

Let's get to it!

# Conversations Over Sales Pitches

Before we dive into any scripts, strategies, or tactics, there's one major theme that all of our experts discuss across every chapter in this guide—your reps need to focus on having conversations over making a sales pitch.

It might feel counterintuitive at times, but when reps focus on conversations first it provides a real sense of humanity and authenticity that can help the prospect open up. You may find they're more willing to share information about their business, the priorities on their plate, and how they want to fix pain points.



"You can't just go straight into the pitch during a call. How can you get a conversation started that's focused on dialogue? Ease into it with some questions. You're just talking on the phone."
—Jason Bay

To Jason's point here, have your reps learn the basics about their prospects by asking some simple questions. For example, if they're targeting prospects that are interested in improving their lead conversions, they could ask:

> ***"With the marketing strategy you currently use, how do you think about lead conversion, improving lead conversion, and passing leads to your sales team? I want to know more about this process."***

Questions like this demonstrate that your reps have a genuine interest in the prospect's day-to-day job. And they should, because the more information they can gather with these questions, the better they can sell when the time is right on the call.

Your reps need to avoid questions like:

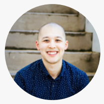
> ***"What's your biggest challenge right now?"***

These come across as too pushy and salesy, and they can trigger the prospect to pull back. Questions like this aren't focused enough on generating a meaningful conversation.

Jason recommends using questions to instead show that you've got a working knowledge of your prospect's industry. Here are a few more examples that help demonstrate the point:

> ***"What I hear from demand gen leaders is that the reps calling leads sent over from marketing aren't able to get a hold of them because the pickup rates are so low. What has your experience been?"***

> ***"Sometimes there are too many cooks in the kitchen. The lead is routed through multiple departments and doesn't get contacted quickly enough. How do you prevent this from happening?"***



**"Remember: you don't always have to get a meeting booked for a cold call to be successful. Sometimes, good conversations where you can learn about your prospects and their business are just as important."—Jason Bay**

From a training perspective, you need to help your reps reframe their intent going into a cold call. Josh Braun does this by teaching sales leaders and their teams how to detach from outcomes and shift towards an objective that's not purely focused on the sale.

In many cases, this can be as simple as encouraging your reps to be honest on the phone. For example, let's say you're working on a reheat campaign that targets prospects who engaged with your sales team but decided not to move forward.

An angle for the new call could revolve around learning why they didn't choose your product. Your reps could say:

> ***"All I'm trying to do is gather information for our marketing and product team. I want my organization to get better. I'm not a salesperson on this call. I'm learning how we can get better and help serve our future clients."***

Changing your angle of approach changes your intent. It's a subtle yet powerful shift from:

> ***"I'm calling to see if you want to do business with us."***

To:

> ***"I'm calling to learn."***

In any conversation your reps have, they should never be afraid to show vulnerability. That's what makes them feel human and authentic. If they screw something up, they can say:

> ***"I really messed this up. Let me try again."***

When your reps truly don't know something about the product or service they're selling, it's also OK to say:

> ***"I don't know."***

Remember, you're helping reps detach from a sales-based outcome here.

Your end goal is to forge trust with your prospects through authentic conversations. Let's repeat that: **forge trust with your prospects through authentic conversations**.

Never, ever make up things or tell little white lies just to get a meeting on the calendar with a prospect. That will come back to bite you later on, guaranteed.

Your reps don't need to force a sales pitch on a prospect. Instead, they need to understand that maintaining a conversation-first mindset is, ultimately, a far more powerful way to sell and close deals.

Bear in mind that the software you use to manage call campaigns matters. Predictive and auto dialers, which start the call off with a robotic delay, are going to make it much harder for your reps to launch into natural, high-quality conversations. This leads to more hangups and skepticism.

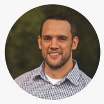
# Preparation, Planning, and List Building

Before your team hits the phones, there's some prep work to do around list building. You have to know precisely who you're targeting with your outbound and cold calls. Ask questions like:

- **Which prospects are we going to call?**
- **What are the important details about them and their company?**
- **Do they fit with our ideal customer profile?**
- **Is their industry aligned with our product or service?**
- **What specific value does your product or service offer this particular persona?**

This will help build a well-thought-out list. Then, be slow and deliberate in the analysis of who's on this list and how well they fit. Sometimes, contacts might get included that really shouldn't be there for whatever reason.

For example, if you're selling business growth strategy consulting services, but you're reaching out to a one-person, mom-and-pop shop, they probably won't be interested. Make sure your contacts are within your ICP. Still, some might slip through the cracks and that's OK.

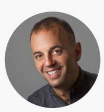


**“If you’re on the phones and come across a few contacts that aren’t supposed to be in there, remain calm and cool. Don’t be afraid to chat with them and be human. Crack jokes, ask fun questions, or anything like that.”—Dan Bigelow**

Remember chapter one about having conversations? Here it is again. You want your reps to build a real, authentic connection with someone on the phone through conversation.

List building and targeting doesn’t always have to be focused on super cold leads. Your team could, for instance, focus on people who have already interacted with your product but didn’t move forward.

Maybe these prospects saw a demo or had previous conversations with your team, but then exited the sales process and you don’t know why.



**“Often, we don’t pay attention to those prospects. We may follow up a few times if at all, but that’s the end of it.”—Josh Braun**

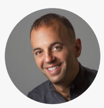
Don’t ignore this group. You can build a list of all prospects who fit the target and then run a campaign where you “reheat” these cold leads.

Whatever you focus on is crucial when building your list because it will shape the intent of your reps. Let’s run with the reheat campaign for a minute.

Here, your angle isn't to get someone to buy your product. Instead, your focus is on getting a conversation started and understanding where the prospect is in the buying cycle.

After all, these are prospects who have already interacted with your brand in some capacity. Therefore, it doesn't make sense to treat them like a super cold lead who has never even heard of you.

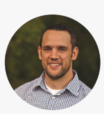
In the following example, intent shapes everything from the words your reps use to the attitude they present over the phone. Intent is a double-edged sword that can, if not managed properly, turn on your reps.



**"It's all about intent. When your intent is to convert everyone you call into a sale, you say things that come across as pushy."—Josh Braun**

Intent is everything, and intent is shaped by the focus of your target prospects and list. There are also countless creative ways to segment your lists and, thus, change the intent of your reps.

At the end of the day, though, Dan says that the best thing your reps can do after building a list and focusing their intent is simply to pick up the phone and dial.



**"Don't shuffle your business cards and papers for two hours. Execute. Make the call."—Dan Bigelow**

# Key Tactics for List Building

As your reps build prospect lists, use these helpful tips to ensure they're doing it right. First, start by identifying all the people they want to contact and verify their:

- **Name**
- **Job title**
- **Company**
- **Phone number**
- **Email address**
- **LinkedIn profile**

Then, gather as much additional context, relevant information, or sales triggers that could indicate the prospect's interest in making a purchase decision. For example, were they just promoted into a new role or did the company receive VC funding?

Remember, the more you know about your prospect, the more you can personalize your outreach and build a real, authentic connection. This is where social media can help supplement cold calling.

LinkedIn is a powerhouse tool your reps can leverage in their research. If they see the prospect is highly active on the platform, they can engage with posts and start a discussion there that will segue into a more natural phone call later.

Plus, reps can easily verify almost every piece of information needed to build a high-quality, targeted contact list with LinkedIn. There might not always be phone numbers on LinkedIn, but there's always a wealth of contextual information that can be put to good use.

# Understanding the Psychology of Outbound

Before your reps pick up the phones, they need to understand psychology. It impacts everything, and we'll fully detail how it impacts scripts, delivery, tonality, openers, and interruptions.

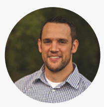
**"Think about the times when you read a book and your mind began to drift off. Then, three pages later, you snapped back to reality and realized you hadn't captured anything from the last three pages. That very same thing can happen on a cold call."**
**—Greg Woodward**

Your reps need to understand the psychology behind cold calling and outbound so they can tailor scripts, emails, texts, and talking points to ensure their prospects don't space out on them. The art of grabbing someone's attention and holding it starts right at the beginning of a cold call.

People are psychologically conditioned to tune out, ignore, or even hang up on sales calls. And there are countless tells, ticks, and verbal patterns that can give away the fact you're a salesperson.

For example, one of the things Greg focuses on during his work with sales teams is an awareness of tonality. He helps reps realize the times when they arch their tonality upward, which indicates to the prospect that they're receiving a cold call from a salesperson.

Dan also trains reps about resistance. For him, the beginning of the call is the most important part:



**"The biggest flaw with reps is that the opening of the call triggers patterns, which puts up resistance right away in your prospect. At that point, regardless of what your reps say, the call fails because they come across too salesy out of the gate."—Dan Bigelow**

Your reps have to avoid triggering resistance with their prospects during any stage of the cold call. Greg has put together a script that he uses during his outbound training, which helps reps learn how to defeat resistance right out of the gate.

Below, we'll present the full script for you before dissecting it line by line and discussing the psychological elements at play throughout.

# Greg's Full Script

**Editor's Note:** *The content in the sections "Greg's Full Script" and "Dissecting Greg's Script" come directly from Greg Woodward's sales training [program](program).*

In this example script we're using a rep who sells PhoneBurner. As you read it, keep in mind that the words said here are just as important as how they're said.

**"Your reps always want to arch their town of voice downward and use an accelerated speech cadence at certain points."—Greg Woodward**

*"Hi [NAME], my name's [STATE FULL NAME] and I'm calling with PhoneBurner we're a power dialer for outbound reps. I'm just calling with a question. Do you have a minute?*

*[SILENCE]*
*OK. I noticed on LinkedIn that you have outbound reps and wanted to see if we could set up a time to talk about PhoneBurner. Basically, we're a power dialing solution that can boost team productivity by 4x and it gets rid of that awkward beep, pause, and delay that you get with traditional auto dialers.*

*On a call, we can show you the platform and talk through some case studies so you can see some examples of how this might work well for your team. Would you be open to that?*

*[SILENCE]*
*OK, how does your calendar look over the next week? I've got flexibility tomorrow and Friday in the afternoon, your time?"*

# Dissecting Greg's Script

It's not enough to simply read Greg's script. You have to understand why it was created and written the way it is. Here, Greg walks us through all these details.

"Remember, you want your reps to avoid and overcome any resistance from the prospect. The first sentence in the script does this by immediately disarming any confusion or lingering questions the prospect might have."—Greg Woodward

*"Hi, I'm [NAME] and I'm calling with PhoneBurner we're a power dialer for outbound reps."*

"If the prospect hasn't heard of PhoneBurner, they need an image inserted into their mind for what it is with the line: 'we're a power dialer for outbound reps.' Now, they're not hung up (pun intended) on wondering what PhoneBurner is, and they can pay attention to what your reps are saying. The prospect is aligned with your rep, understands the context, and sees how the call is relevant to them."—Greg Woodward

What follows next is crucial:

*"I'm just calling with a question. Do you have a minute?"*

"This is vitally important context. 'Do you have a minute?' is a 'yes' question, meaning we want the answer to be 'yes.' But when you're dealing with the subconscious, a 'yes' question will often create resistance. When there's no context for the 'yes' question, you hear resistance in a prospect's voice immediately."—Greg Woodward

What Greg is getting at here is the rigidity of normal "yes" questions. For example, the question "Would you be interested in that?" is a "yes" question, and since it's rigid it sets off an alert that this is a pushy sales call. Resistance follows.

"Asking 'Do you have a minute?' diffuses the usual, rigid 'yes' question. If done right, most people will allow your reps to continue the conversation. This is where your reps bring in an observation to clarify everything further."—Greg Woodward

*"I noticed on LinkedIn that you have outbound reps and wanted to see if we could set up a time to talk about PhoneBurner. Basically, we're a power dialing solution that can boost team productivity by 4x and it gets rid of that awkward beep, pause, and delay that you get with traditional auto dialers."*

"Note that there are no further questions in this section. These are statements that give your reps a tactfully dominant position on the call. The key to success here is not to let the prospect back into the conversation just yet. Once you're through that portion, it's time to drive everything home with a strong call to action. But instead of just asking for a meeting, show them there's a reason you want to book that meeting."—Greg Woodward

*"We can show you the platform and talk through some case studies, so you can see some examples of how this might work well for your team."*

Mentioning case studies shows them that they can expect to get some value out of the next call. It won't be a waste of their time.

The last thing your reps say is perhaps the most important part of the whole script:

*"Would you be open to that?"*

"'Would you be open to that?' is another defused 'yes' question, because people generally want to be open to things."—Greg Woodward

You'll also notice that there are planned pauses in Greg's script. Those are the moments when your reps need to stop talking, which invites the prospect to join the conversation.

Don't rush through those as they're just as important as any of the other parts of the script. More on that in the next chapter as it relates to pattern interruptions.

The last point to make here has to do with being comfortable with the script. You might think that the more comfortable a rep is, the better. But it's actually a bad thing.

> "When you get to a place where the script is coming from muscle memory and you can be on autopilot to deliver it flawlessly, that's when you have a problem. You'll start to sound robotic the more comfortable you get with a script."
> —Greg Woodward

To ensure your conversations don't trend towards robotic, Greg recommends deliberately changing small parts of the script. For example, instead of saying:

> ***"I'm just calling with a question. Do you have a minute?"***

He suggests that your reps could instead say:

> ***"Do you have a minute? I'm just calling with a question."***

"It's a small change, but it makes a big difference for your reps. They know there's a new part they need to pay closer attention to, and this actively engages them in the conversation. That, in turn, will result in a more natural overall delivery of the script since the brain is not on autopilot."
—Greg Woodward

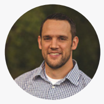
# Pattern Interrupts

Pattern interrupts are a significant part of the psychology of cold calls and outbound.

"Think about the times in your personal life when you answer a call where someone tries to sell you something. Your brain recognized a pattern with a salesy opener, and you shut the call down quickly because it's flagged in your brain as a sales call."
—Greg Woodward

Remember, humans are psychologically programmed to avoid sales calls.

For your reps, there's immense power in interrupting this triggered pattern. But they have to do something different in order to grab someone's attention, and they have to do it lightning quick.



**“People are conditioned to hang up on sales calls, so if you don’t sound like a salesperson that’s a great start. Pattern interrupts are how you do that.”—Dan Bigelow**

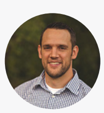
For example, let’s go back to Greg’s script from the previous chapter:

> ***“I’m just calling with a question. Do you have a minute?”***
>
> ***[SILENCE]***

This vitally important line is not just a way to defuse a “yes” question. It’s also a strong pattern interrupt.

Your reps aren’t forcing a sales pitch. They’re opening the doors to a conversation. That’s a pattern interrupt, because most prospects aren’t used to being asked that question and invited into a conversation.

Back to Greg’s script, there’s a second pattern interrupt that comes immediately after the line in the form of purposeful silence.



**“When you pause, you’re inviting prospects to engage you back. When you don’t pause, you don’t give them that chance. Pauses interrupt standard patterns and invite a conversation.”—Dan Bigelow**

When it comes to pattern interrupts, Dan offers some other creative, fun, and engaging options your reps can use to open up conversation with their prospects:

> *"Hey, this is a cold call. If you want to hang up, no worries."*

This invites the prospect to continue the conversation.

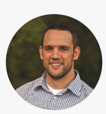
Immediately try to set an appointment right out of the gate, and then say:

> *"Sorry I made a mistake! Let me explain what I do."*

And then launch into your script.

Set clear expectations about why you're calling:

> *"Can I briefly explain why I called, and then you can decide if it's worth having a conversation?"*



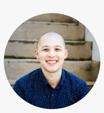
**"Be open, be authentic. Give them an opportunity to bite on something."—Dan Bigelow**

# Permission-Based Openers

You'll notice that a few of the pattern interrupts in the previous chapter are asking for a prospect's permission to do something. These pattern interrupts double as permission-based openers.

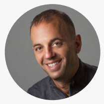
The value in opening with a permission-based question like Greg's "I'm just calling with a question. Do you have a minute?" is that it allows a prospect to opt into the conversation. If they accept, they're instantly more bought in.

During his training with sales teams, Jason sees insane success when permission-based openers are used to start conversations.



**"I get a 90% success rate with reps who use permission-based openers to get past the first 10 seconds of a call. That's nine out of ten calls. If you're using a permission-based opener and not getting past the first 10 seconds of a call at least 90% of the time, something is broken."—Jason Bay**

This is a data point that Josh also sees in his training with sales teams.



**"If a prospect answers 'yes' when you start with a permission-based opener, you've earned another sentence. About 85% to 95% of people are going to give you a neutral or positive answer. One out of 10 will bark at you."—Josh Braun**

Some of Jason's favorite permission-based openers are:

*"Have I caught you at a bad time?"*

*"I know I'm probably catching you in the middle of something, but do you have 30 seconds to hear why I'm calling? Then, you can let me know if you want to keep chatting."*

And Josh has designed a script template built around a permission-based opener with levity and humor spliced in:

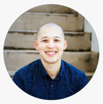
*"Hi [NAME], my name is [NAME]. We've never spoken. Complete stranger here, but I was hoping you could help me out for a moment."*

*"Thanks.*
*I was doing some research on people who evaluated [PLATFORM NAME]. If you don't mind me asking, are you still evaluating dialers, or have you finally settled down and married one?"*

Do you see the strong interplay between pattern interruption and permission-based opener here? It's a potent strategy that immediately grabs someone and gives them a sense of ownership over the conversation. This is one of the best ways to open up a dialogue with someone who's skeptical of talking with salespeople.

# Priority Drops

In conjunction with permission-based openers, your reps can use what Jason calls priority drops. These are a great alternative to canned sales pitches.



**"When a prospect gives you permission to proceed, reps tend to jump right into the features. That's what we call the 'pitch-slap.' And if you get a lot of objections at the beginning of your calls it's usually because you're doing that over a priority drop."**
**—Jason Bay**

The goal of a priority drop is to go beyond a prospect's initial priorities, which you've already identified during list building and targeting. For example, your reps may know that the prospect wants to increase conversion rates, decrease CAC, or dial more contacts each day.

Your reps have to go beyond simple statements like:

> *"People I talk to like you are typically trying to improve lead conversion rates."*

The real-deal priority drop has more definition and sounds more like:

> ***"People I talk to like you are typically generating high-quality leads for the sales team, but they're not able to get in contact fast enough, or at all. How do we help them get in contact and convert more?"***

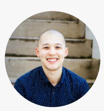
If a prospect's CAC is increasing, your reps could use a priority drop like:

> ***"Events aren't as reliable a lead source as they used to be before COVID. How do you get a better ROI from a lower volume of leads?"***

In any case, there's no product or feature selling with priority drops. You're starting a conversation around a problem the prospect has.

Again, we've come back to our central theme of conversations over sales pitches.

Now, the priority drop isn't always a perfect fit. If you do the priority drop and someone says it's not relevant to them, the good news is that you still have an opportunity to keep the conversation going.



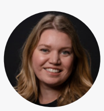
**"Fall on your sword and say: 'I missed the mark! I did some research and thought this was going to be relevant to things you're working on. But what did I miss? What are you actually focused on?'"**
**—Jason Bay**

In this situation, you're letting the prospect save the conversation, which actually gets them even more engaged in the discussion. Plus, you have an opportunity to find out what, specifically, they're focused on and reframe the entire discussion around that. You still might even be able to book a meeting.

# Encountering and Handling Objections

You're going to get objections. There's no getting around it. What's important is how you handle these objections and bring the conversation back to something constructive.

Haylee Taylor says the most common objections she gets on cold calls are, "I'm not interested" and "We're all set."



**"The way to come back from these objections is through social proof. And if you're going to reframe an objection, you have to be careful that your language isn't too strong. Use phrases like 'I understand' and 'That's not a problem.' Words matter here, and it's all about your tone, delivery, and confidence."—Haylee Taylor**

After your reps reframe an objection, they can pivot into a priority drop or a pain statement that ties back to what they initially called about. Haylee has a script she keeps handy when encountering objections on the phone with prospects.

Let's say you have a prospect who raises an objection to a rep who's trying to sell PhoneBurner. Here's how the conversation could play out:

> ***Prospect: "No thanks, we're all set."***
>
> ***Rep: "Yeah, I've heard that a lot with Q1 on the horizon. Do you mind me asking one more question?"***
>
> ***Prospect: "Sure, go on."***
>
> ***Rep: "Typically, when someone in your position isn't interested in a power dialer software it's because they feel their needs are already met with their current tech stack or they had a bad experience with a power dialer in the past. Is that the case here?"***

Regardless of how they respond to this question, your reps should have short customer stories or case studies readily available for their prospects. Here's what that social proof might sound like:

> ***Rep: "I worked with another client in your industry, and the last dialer software they bought ended up reducing their productivity. They were worried that bringing on PhoneBurner would be the same story over again. But after a month of using our power dialer, their reps were making four times as many calls and closing four times as many deals. They've been with us for over two years now."***

"With outbound, objections often come in the form of resistance. What reps need to do is focus less on trying to solve and more on trying to get the prospect talking."—Greg Woodward

Additionally, when your reps encounter objections, it can be difficult to discern whether or not a prospect is being honest. Do they really have another meeting to go to, or are they just trying to end the call?

You can't assume the worst. Instead, Greg recommends reading the situation and trusting your gut.

**"If a prospect gives you a specific reason for why they can't be on the call, you should trust they're telling the truth. You have to do what your gut tells you is the right thing in the moment. Usually, it's best to let somebody go if they're saying 'I'm in the middle of a meeting' or something similar right out of the gates."—Greg Woodward**

This is another double-edged sword your reps will have to deal with, though. Jason warns to be careful, because if you push too hard to set a meeting, you could come off as too salesy. Instead, you can focus on clearly communicating the social proof that comes from working with other companies similar to your prospects.

It could sound like:

> ***"We're working with companies in your same space. Most importantly, what I want you to walk away from our next meeting with is what world-class demand gen marketers are doing to convert more leads on the sales side of things."***

Level set your expectations, elevate the value of the meeting, and make it more strategic rather than focusing on your product. What powerful insight will they get from the next step or meeting?

# Scheduling Meetings

There's a right and a wrong way to schedule meetings after your reps have successfully completed the conversation.

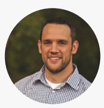
"You have two options. First, tell the prospect a specific time for when you want to meet. If you give people too much leeway they'll flounder and not pick a time. Second, give them a few rapid-fire choices: first week or second week of the month? Morning or afternoon? This gets them thinking about the meeting and more engaged in making it happen."—Haylee Taylor

Greg also likes giving prospects guardrails with questions like:

*"How does your calendar look over the next week?"*

**"Keep the thinking from their side at a minimum. The more you make them think on a cold call, the more they'll build up resistance to your call." —Greg Woodward**

Dan uses a creative tactic he calls the pain survey. After booking a meeting during the initial call, he asks prospects to take this survey of what their top priorities are.



**"If a really cold prospect completes the survey, it connects the dots for us and shows all the problems they have. You can use it to turn a cold and qualified lead into someone who's warm and open to a conversation. They're bringing you their pains on a platter."—Dan Bigelow**

With a survey like Dan's, you're learning crucial information that will make your second call have more impact. Your reps won't be using their time discovering all the prospect's issues.

If you want to go this route, your reps could ask the prospect if they're OK with filling out the survey and marking what's important to them. They should also mention that it's optional, and if the prospect wants to skip it that's not a problem. In a way, this is a sort of permission-based opener for the next meeting.

But what are you supposed to do if the prospect isn't sold on a second meeting? Dan encourages reps not to give up trying to get the prospect on the calendar however they can. Your reps could say something like:

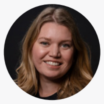
> ***"Sounds like you're not sure about meeting. Why don't we tentatively pick a time on the calendar. I'll send you an email as well, and if you like the email we can keep the meeting. If you don't, we'll remove it. Would you be OK with that?"***

These micro-commitments are small but mighty. They're a powerful way for your reps to continue figuring out how they can help this person, or whether or not it's a good fit.

# Requests for More Information

Sometimes prospects will try to put off scheduling a meeting by asking you for more information. Of course, sometimes they ask because they're genuinely interested in learning more.

You need to discern wisely here and guard your time. It can be labor-intensive to follow up with someone who's pushing you off. After all, that's time your reps could be spending on cold calls or doing outbound outreach that could yield meetings.

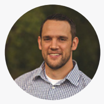


**"If you have someone that says they want more information, but they don't tell you what they want, consider not emailing them. You might end up as just some other person in their inbox. Save your effort for a more personalized touch versus being a generic cold call follow up."—Haylee Taylor**

Still, your reps should feel confident questioning the prospect back:

*"What would you like to see?"*

If the prospect can't answer that question, your reps can be sure they're being brushed off.



"The request for information is a way to politely get you off the phone and put a lot of work on your plate. There's nothing wrong with sending information but clarify what they specifically want to see."—Dan Bigelow

One way you can get over this barrier quickly is by saying:

> *"If you're in front of a computer, I can drive you to a page right now."*

Usually someone will be in front of a computer when they're on the phone with your reps. And your reps can steer them to blogs, product pages, websites, and more. Just remember to always circle back to booking an appointment at the end of the conversation.

Another tactic Dan recommends is having the prospect give you an IOU:

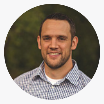
> *"Let's do this. I'm OK to send you a follow-up email if you can do one thing for me. If, after you see the email, it looks like it's not worth having another conversation, can you send me an email back saying we don't need to talk further? Or, if you like it, you can say that. That way I'm not chasing you if you don't want to talk."*

Last, Jason suggests leveraging this ask from a prospect to gain further information about the target. To get a sense of how the prospect is going to use the information, your reps could ask something like this:

> *"I get why you'd want extra information, and I'm happy to send more. But I'm curious, who else would you be sharing this with at your organization?"*

This can help you discover who the real decision makers are at the organization, other departments you may need to loop into the conversation, or internal referrals.

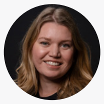
# Asking for Referrals



"Always ask for referrals, even if the call doesn't go well."—Dan Bigelow

It's as simple as that.

You never know if someone within the prospect's company might become a champion of your business, or whether they know someone who can benefit from your services. It never hurts to ask.



"Even if you get an objection, you can still ask for referrals. You could get warm referrals for inside the organization, but you can also get referrals for outside the organization as well. It takes what could be a negative conversation and turns it into a potentially positive interaction and what may be your next best call."—Haylee Taylor

Similarly, if your reps encounter prospects who have no pain point but still understand the pain being described, encourage your reps to ask for referrals. This puts the rep and the prospect on the same page, and the prospect might refer your reps to someone else who has similar challenges.

The key with any referral is to follow up quickly and coherently before you get pulled back into cold calling and outbound flow. If you get a hot referral lead, stay on it.

Let's say a rep is talking with a prospect who's a good fit, and the prospect tells them to reach out to someone at the next level up. Train your reps to pause from their normal activity and immediately call that number or send that email.

Always follow a prospect's instructions for referrals.

**"If you get specific instructions from the prospect about how to get in touch with their referral, follow them. Maybe they'll tell you to send someone a LinkedIn message with your contact information, or maybe they'll tell you to email or call. Don't deviate from this. Use their name and leverage it to get your meeting with the right person."—Haylee Taylor**

This is an email template Haylee uses when she gets referrals from phone conversations. It's short, sweet, and to the point:

HT

**Haylee from ClozeLoop**

[Referring Full Name] asked that I reach out:

Hi Joe [Referral First Name],

Jane [Referring Name] suggested we talk about [context / value prop in their department] at [Company Name]. Would one of these times work for you next week?

(615) 307-7636
Book time with me: MeetHaylee.com

---

Cheers,

Haylee Taylor
Senior Associate @ClozeLoop
Sales Strategy, Training, and Enablement

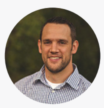
# Conclusion

With outbound sales, and especially cold calling, your team always needs to be trying new things to stay ahead of the curve. So, take this guide and pass it along to your reps as required reading, implement the various templates, adopt new frameworks, and use the scripts.

We met Josh, Jason, Haylee, and Dan through Cold Calls Live, a show that our partner Ryan Reisert live streams every week. It's a goldmine of information for outbound strategies and cold calling tactics that you and your team might also find valuable.

Greg Woodward has also appeared on Cold Calls Live, and our our own sales team at PhoneBurner works with him directly.

To close our conversation (see what I did there?), let's leave off with one more quote from Dan:



**"Your goal is to set an appointment, not sell a deal. You want conversations. If people are hanging up on you and being jerks, it's probably you—you might be needy, aggressive, or a jerk. Just be a good person, especially with gatekeepers, and it'll make a big difference in your journey."**

**—Dan Bigelow**

It's simple advice, but highly effective. Be a good person and always strive for authentic, human connections with prospects. You might be surprised where it leads you.

Until next time, keep on smiling and dialing friends.

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