

# Cold Call Mastery – In 5 Easy Steps!

## ELEARNING STORYBOARD

### COVER SCREEN

#### Slide #0: Cover Slide

##### Audio Narration

Welcome to this cold calling online course. Before we begin, note that this course will take you about 20 minutes to complete and at the end, we'll test your knowledge with a short assessment. This course also contains audio narration and closed captioning.

We have a lot to cover, so if you're ready to get started, click the Begin button to continue.

##### On-Screen Text, Graphics & Other Elements

##### Graphics:



## COLD CALL MASTERY

– IN 5 EASY STEPS!

Timer: 20 minutes

Test

Audio & Closed caption

BEGIN

# Cold Call Mastery – In 5 Easy Steps!

## ELEARNING STORYBOARD

	<p><b>Text:</b> Cold Call Mastery - In 5 Easy Steps!</p> <p><b>Icon + Test:</b> Timer Icon '20 minutes' Exam icon 'Test' Audio icon 'Audio &amp; Closed Captions'</p> <p><b>Button:</b> Begin</p>
Technical Notes	
Click 'Begin' to start course	

# Cold Call Mastery – In 5 Easy Steps!

## ELEARNING STORYBOARD

### Slide #1 of 4: Introduction to Cold Calling

#### Audio Narration

Cold calling is a cheap, effective, and rewarding sales process used by top salespeople worldwide. The purpose of a cold call is to introduce your product over the phone, and request a future sales appointment.

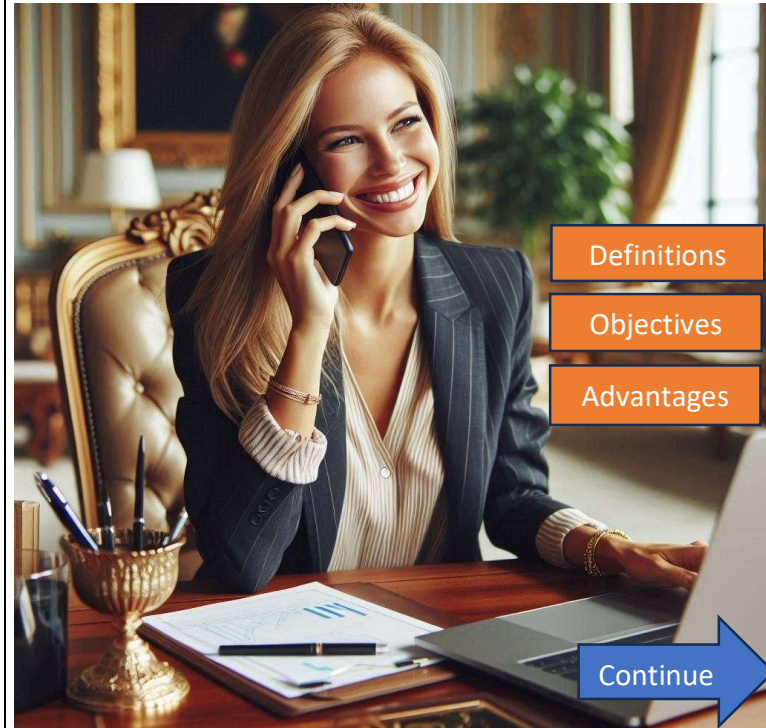
Whether you're a trainee or an experienced salesperson, a good cold call will help you can reach more people, get more meetings and close more deals.

By the end of this course, you will learn the 5 easy steps to cold-call mastery, and how to avoid common pitfalls. You will learn how to persuade, overcoming objections, set appointments, and closing the sale. So, make sure you listen all the way through.

Your path to success and unlimited growth, awaits. Ready?

Click the 'Continue' arrow below to begin

#### On-Screen Text, Graphics & Other Elements



#### Graphic:

A muted video of a smiling, professionally dressed woman talking on the phone in comfy, luxury home office, covers the entire page. A potted plant is near her. Three rectangle icons are placed together near the graphic.

#### Text:

Cold call mastery – in 5 easy steps!

# Cold Call Mastery – In 5 Easy Steps!

## ELEARNING STORYBOARD

	<b>Rectangular Boxes + Text:</b> 'Definitions' 'Objectives' 'Advantages' <b>Arrow:</b> 'Continue'
Technical Notes	
'Cold call mastery – in 5 easy steps!' banner disappears. Music stops and voice narration begins at the 3 second mark. When user clicks on a rectangular box, a pop-up window reveals information on the topic. User clicks on 'continue' arrow to go to the next page.	

### Slide #2 of 4: Main Menu

Audio Narration	On-Screen Text, Graphics & Other Elements
Let's explore each of the five steps in the cold call process. Click on each box to find out more.	<b>Graphic:</b> Watermark of the professional lady in slide 1 <b>Text:</b> Cold call mastery in 5 easy steps. <b>Rectangular Boxes + Text:</b> <ul style="list-style-type: none"> <li>• The 2% Rule</li> <li>• A Great Call Script</li> <li>• Overcoming objections</li> <li>• Overcoming Gatekeepers</li> <li>• Close Your Deal Strongly</li> </ul> <b>Arrows:</b> "Back", "Continue".

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### Technical Notes

With each box the user clicks, a lightbox will display additional information. The user will not be able to progress to the next slide until all lightboxes have been launched. (Conditional trigger).

User clicks on “continue” arrow to proceed to the next section

User clicks on “back” arrow to return to the pervious section

### Slide #2.1 Lightbox: The 2% Rule

#### Audio Narration

At its core, cold-calling is a cheap numbers game, and a test of persistence.

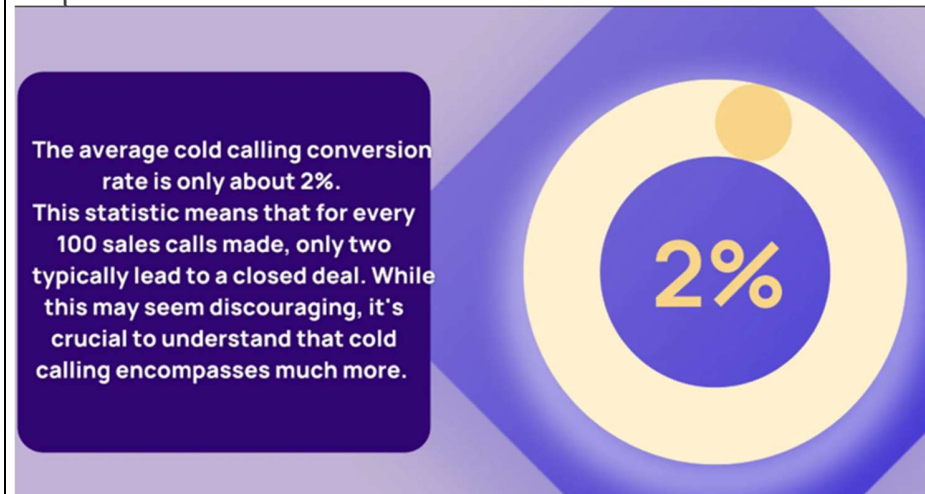
The average cold call conversion rate is only 2%. Even top cold callers have an average conversion rate of 6%.

This means that for every 100 people called, several may agree to meet, but only 2 people will eventually buy your product. Despite its low success rate, it's valuable because it cost almost nothing except a 2-minute phone call. You don't need to rent a seminar hall, print fliers or buy someone lunch. Just dial a stranger, give a value statement and ask to meet. The call can be done in 2 minutes. More good news? Almost half (40%) of people who agree to meet with you, face-to-face, will likely buy the product.

**The key to being a successful cold caller is persistence, knowing that although the average**

#### On-Screen Text, Graphics & Other Elements

**Text, Graphic & Arrows:**  
Step 1: The 2% Rule.



# Cold Call Mastery – In 5 Easy Steps!

## ELEARNING STORYBOARD

cold call conversion rate is only 2%, the more calls and rejections you get, the closer you are to a sale meeting	
Technical Notes	
User clicks on continue arrow to proceed to the next section (lightbox 2.2). User clicks on back arrow to return to main menu.	

### Slide #2.2. Lightbox: Create A Great Call Script

Audio Narration	On-Screen Text, Graphics & Other Elements
<p><b>Step 2. Create a great call script</b></p> <p>A cold call is a phone call you make to a person you've never met, but want to do business with.</p> <p>The first 20 seconds of a cold call are the most important, so use a call script.</p> <p>The purpose of a cold call is to...</p> <ul style="list-style-type: none"><li>• Introduce yourself</li><li>• Introduce your product's benefit (value statement)</li><li>• Request a face-to-face appointment</li></ul>	

# Cold Call Mastery – In 5 Easy Steps!

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A good call script needs to sound natural.

*Click on the buttons below to hear three good cold call openings.*



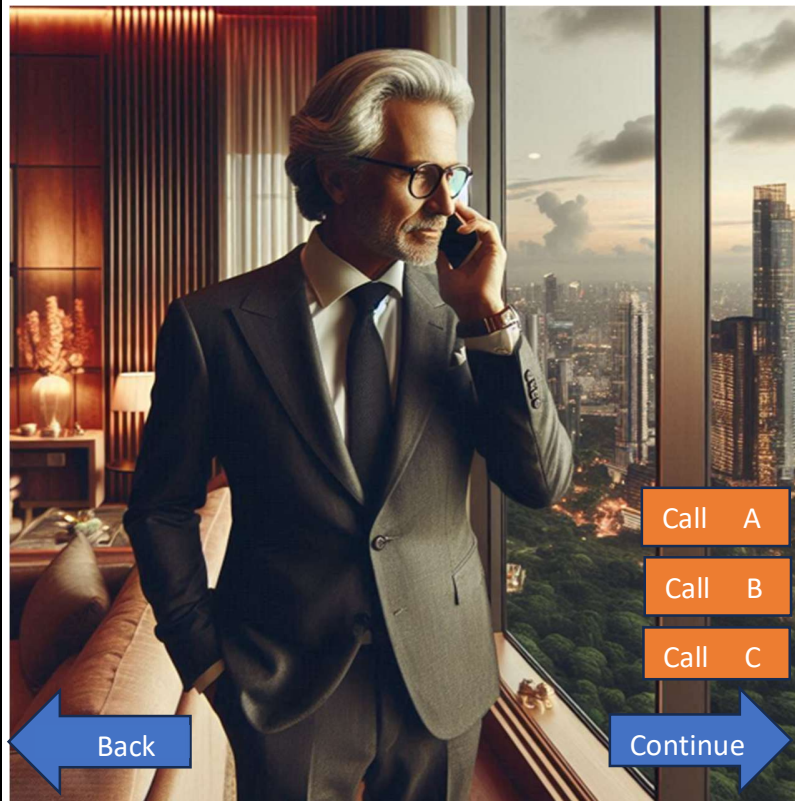
“Hi, this is Tim from [company]. Recent changes in law will affect business in your area. I’ll be near your office on Tuesday. I’ll stop by for 5 minutes, introduce myself and show how we can help with financial solutions. What time is better for you, morning or afternoon?”



“Hi, I’m [name] from [company]. The reason I’m calling you is [value statement] Do you have a minute to talk?”



“Hello, I’m [name], Security Manager with [company]. I specialize in helping companies like yours with [specialty]. I’ll be in your neighbourhood on Tuesday. I’d like to stop by for 5 minutes, say hello, and find out how [company] can help your situation. What time is better for you - morning or afternoon?”



Call A

Call B

Call C

Back

Continue

### Graphic:

Picture of a professionally dressed man looking out a window while talking on the phone in a comfy, luxury office.

### Text:

Step 2: Create a great call script

# Cold Call Mastery – In 5 Easy Steps!

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	<ul style="list-style-type: none"><li>• Introduce yourself</li><li>• Introduce your product's benefit (a value statement)</li><li>• Request a face-to-face appointment</li></ul> <p>Practice your call script till it sounds natural. Use a friendly, confident tone of voice.</p> <p><b>Phone icons/Rectangular Boxes:</b> 'Call A' 'Call B' 'Call C'</p> <p><b>Arrows:</b> 'Back', 'Continue'</p>
Technical Notes	
<p>Every time user clicks on a phone icon/rectangular box, they hear a 5 - 12 second cold call introduction. Closed caption also appears as the words are read.</p> <p>Users can replay each call by clicking on the phone icon/rectangle again.</p> <p>It is only after all three phone icons/rectangular boxes have been clicked that the graphic of the man in the suit disappears to be replaced with text.</p> <p>User clicks on "continue" arrow to proceed to the next section (lightbox 2.3)</p> <p>User clicks on "back" arrow to return to the pervious section (lightbox 2.1)</p>	

# Cold Call Mastery – In 5 Easy Steps!

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### Slide #2.3. Lightbox: Overcoming Objections

#### Audio Narration

#### Step 3: Overcoming objections

A cold caller *educates* people on the usefulness of the product/service they're selling. When people see value, they pay more *willingly*

Yet, no matter how good your call script is, most people say 'no' right away, so you're going to have a lot of phone rejections. (Remember the 2% rule)

The secret to overcoming objections is to anticipate them, and be prepared with a response.

Objections can be counter with a rebuttal. Rebuttals are important in sales because rebuttals help lengthen conversations and give a prospect time to reconsider. So here are 3 examples of rebuttals:

1. If the prospect rejects the time you scheduled, ask:

- *what time would be better for you?*

(Then arrange a more suitable time to meet face to face)

2. If the prospect isn't interested in your product, ask:

- *What do you currently use? Ever tried a different product, and how did that work? Give me 5 minutes and I'll show you how much better our*

#### On-Screen Text, Graphics & Other Elements



#### Graphic:

30 second mute video of a young salesman getting rejected on a call. Video frame freezes man's frustrated look. Volume fades. Pop-up windows with the words "angry", "nervous", "frustrated", "rejected" appear around the man's head. Video disappears and a set of flip cards will appear.

#### Text:

Step 3: Overcoming objections

# Cold Call Mastery – In 5 Easy Steps!

## ELEARNING STORYBOARD

<p><i>product is, and how much money it will save you over time.</i></p> <p>3. If the prospect is not interested in your firm's services, ask:</p> <ul style="list-style-type: none"> <li>- <i>We will save you money and make your life easier by.....</i></li> </ul> <p>Practice rebuttals until they become second nature. But if despite all you say, the prospect declines you a second time, thank them and leave. Remember the 2% rule. Don't take rejections personally. They're rejecting the product or service, not you. Move to your next prospect quickly.</p> <p>Remember: Master cold callers don't let frequent rejection affect them negatively. If you keep a positive attitude, persist and make 100 to 200 calls a day, you will close deals.</p>	<p>Click on each card to learn more.</p> <table border="1"> <thead> <tr> <th>Front of Card</th><th>Back of Card</th></tr> </thead> <tbody> <tr> <td>Definition of Cold Calling</td><td>Cold calling is the practice of reaching out to potential customers without prior contact to generate leads or sales.</td></tr> <tr> <td>Key Objective of Cold Calling</td><td>The main goal is to establish a connection, introduce a product or service, and potentially secure a follow-up meeting.</td></tr> <tr> <td>Preparation for Cold Calling</td><td>Research your prospect, understand their needs, and prepare a script to guide the conversation effectively.</td></tr> <tr> <td>Handling Rejection</td><td>Stay professional, learn from feedback, and maintain a positive attitude to improve future cold calling efforts.</td></tr> <tr> <td>Effective Opening Lines</td><td>Start with a friendly introduction, state your purpose clearly, and engage the prospect with a relevant question.</td></tr> </tbody> </table>	Front of Card	Back of Card	Definition of Cold Calling	Cold calling is the practice of reaching out to potential customers without prior contact to generate leads or sales.	Key Objective of Cold Calling	The main goal is to establish a connection, introduce a product or service, and potentially secure a follow-up meeting.	Preparation for Cold Calling	Research your prospect, understand their needs, and prepare a script to guide the conversation effectively.	Handling Rejection	Stay professional, learn from feedback, and maintain a positive attitude to improve future cold calling efforts.	Effective Opening Lines	Start with a friendly introduction, state your purpose clearly, and engage the prospect with a relevant question.
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## ELEARNING STORYBOARD

	Follow-Up Strategies	Send a personalized email or make a follow-up call to reinforce your message and build rapport with the prospect.
	<div><div>← Back</div><div>Continue →</div></div>	
Technical Notes		
<p>Mute Video continues for 30 seconds, then freezes. Flash cards appear.</p> <p>User clicks on “continue” arrow to proceed to the next section (lightbox 2.4)</p> <p>User clicks on “back” arrow to return to the pervious section (lightbox 2.2)</p>		

# Cold Call Mastery – In 5 Easy Steps!

## ELEARNING STORYBOARD

### Slide #2.4. Lightbox: Overcoming Gatekeepers

#### Audio Narration

A gatekeeper is often a receptionist or secretary whose job is to protect *the CEO from you and from the public.*

Many cold calls are answered by a gatekeeper. Establishing rapport with the gatekeeper by using a friendly respectful tone can turn the gatekeeper into an ally rather than a barrier. But avoid wasting time explaining your product to the gatekeeper, instead politely ask to speak with the CEO. Reach the person who will buy your service.

If a gatekeeper pushes back, say one of the following:

1. *When may I have a 2-minute talk with the CEO?*
2. *The CEO and I haven't met, but I want to introduce myself and update her on something important*
3. *I can call for her again tomorrow, will morning or afternoon be better?...*
4. *Can you give the CEO my name and number and tell me what time I can meet them tomorrow?*
5. *I'm sure your CEO will appreciate it, if you told her I'm on the line.*

#### On-Screen Text, Graphics & Other Elements

Watermark of the professional man in lightbox 3  
**Text:**

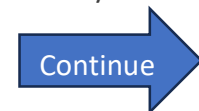
Step 4. Overcome the Gatekeeper

Be direct. Ask for the CEO

1. *What time may I have a 2-minute talk with the CEO?*
2. *The CEO and I haven't met, but I want to introduce myself and update her on something important*
3. *I can call for her again tomorrow. Will morning or afternoon be better?*
4. *Can you give the CEO my name and number and tell me what time I may call for them tomorrow?*
5. *I'm sure you CEO will appreciate it if you told her I'm am on the line.*

Remember the 2% rule

If a gatekeeper responds negatively, thank them, and go. Don't take rejection personally. Move to the next prospect on your list.



#### Technical Notes

Each word light up on the screen when it is read by the voice narrator.  
User clicks on "continue" arrow to proceed to the next section (lightbox 2.5)  
User clicks on "back" arrow to return to the pervious section (lightbox 2.3)

# Cold Call Mastery – In 5 Easy Steps!

## ELEARNING STORYBOARD

### Slide #2.5. Lightbox: Close Your Deal

Audio Narration

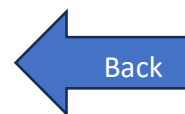
#### Step 5. Face to face appointments and closing the deal.

When a cold call prospect agrees to meet you, they've if they consider doing business with you. About 50% of all face-to-face meetings scheduled from a cold call, result in a sale. So, meet the prospect with confidence, present your product or service, educate them on how it fits their needs, then ask for the business directly. Close that deal!

On-Screen Text, Graphics & Other Elements

Text:

Step 5. Face to face appointments and closing the deal.



**Graphic:** Picture of a face-to-face meeting where a salesperson gives a business owner a handshake.

Technical Notes

# Cold Call Mastery – In 5 Easy Steps!

## ELEARNING STORYBOARD



User clicks on “continue” arrow to proceed to the next section (Summary Page).  
User clicks on “back” arrow to return to the pervious section (lightbox 2.4)

### Slide #3 of 4: Summary

Audio Narration	On-Screen Text, Graphics & Other Elements
<p>In this course we have explored Cold Calling in five important steps. From understanding the 2% rule to overcoming phone objections skillfully and closing the deal. Create a daily cold call routine, practice these steps and you’ll meet more prospects and close more sales. Remember: Your persistence is key to your cold call mastery.</p>	<ul style="list-style-type: none"><li>• <b>Understanding Cold Calling Basics</b> Cold calling is a sales technique where you reach out to potential customers who have not expressed prior interest in your product or service. It requires a clear understanding of your target audience and the ability to communicate effectively. By mastering the basics of cold calling, you can create a positive first impression and lay the groundwork for a productive conversation. This includes knowing your objectives and being prepared to handle initial resistance.</li><li>• <b>Preparing for a Successful Call</b> Preparation is key to successful cold calling. Start by researching your prospects to understand their needs and challenges. This will help you tailor your approach and make your pitch more relevant. Additionally, having a well-structured script can provide guidance while allowing room for natural conversation. Practice your</li></ul>

# Cold Call Mastery – In 5 Easy Steps!

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	<p>delivery to ensure confidence and professionalism during the call.</p> <ul style="list-style-type: none"><li>• <b>Overcoming Common Objections</b> Objections are a natural part of cold calling, and being prepared to address them can make all the difference. Common objections include lack of interest, budget constraints, or timing issues. To overcome these challenges, listen actively to the prospect's concerns and respond with empathy. Provide clear, concise answers that highlight the value of your offering and address their specific needs.</li><li>• <b>Following Up Effectively</b> Following up is an essential step in the cold calling process. After the initial call, send a personalized email or message to reinforce your conversation and provide additional information. Consistency and persistence are key, but avoid being overly aggressive. A well-timed follow-up can demonstrate your commitment and keep the prospect engaged in the sales process.</li></ul> <div data-bbox="1131 1125 1317 1228">Back</div> <div data-bbox="1765 1117 1948 1220">Continue</div>
Technical Notes	
User clicks on “continue” arrow to proceed to the next section (lightbox 5).	

# Cold Call Mastery – In 5 Easy Steps!

## ELEARNING STORYBOARD

User clicks on “back” arrow to return to the pervious section (Quiz)

Create an accordion block with the following topic headings

- Item 1: Understanding Cold Calling Basics
- Item 2: Preparing for a Successful Call
- Item 3: Overcoming Common Objections
- Item 4: Following Up Effectively

### Slide #4 of 4: Quiz

Audio Narration

On-Screen Text, Graphics & Other Elements

**Text:**

#### **Question 1 (multiple response)**

Which of the following are effective strategies for successful cold calling? Select all that apply.

- A) **Avoid addressing objections during the call**
- B) **Practice active listening to understand the prospect's needs**
- C) **Prepare a clear value proposition**
- D) **Use a generic script for every call**
- E) **Research the prospect before making the call**

**Answers**

**Correct(B,C,E)**

Great job! Researching the prospect, preparing a value proposition, and practicing active listening

# Cold Call Mastery – In 5 Easy Steps!

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	<p>are all essential strategies for successful cold calling.</p> <p><b>Incorrect (A,D)</b></p> <p>Not quite. Effective cold calling involves researching the prospect, preparing a clear value proposition, and practicing active listening. Avoid using generic scripts or ignoring objections.</p> <p>-----</p> <p><b>Question 2 (multiple response)</b></p> <p>Which of the following strategies can help you effectively manage rejection and improve your cold call pipeline? Select all that apply.</p> <p>A) <b>Focus on the present moment and avoid dwelling on past rejections.</b></p> <p>B) <b>Assume every call will result in a sale to stay motivated.</b></p> <p>C) <b>Avoid making follow-up calls to prevent further rejection.</b></p> <p>D) <b>Prepare a script and practice it to build confidence.</b></p> <p>E) <b>Set realistic goals and track your progress over time.</b></p> <p><b>Answers</b></p> <p><b>Correct (A,D,E).</b></p> <p>Great job! Focusing on the present, preparing a script, and setting realistic goals are all effective strategies to manage rejection and improve your cold call pipeline.</p>
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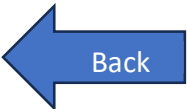
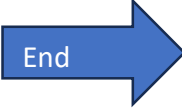
# Cold Call Mastery – In 5 Easy Steps!

## ELEARNING STORYBOARD

	<p><b>Incorrect (B,C)</b> Not quite. Avoiding follow-ups and assuming every call will result in a sale are not effective strategies. Focus on preparation, realistic goal-setting, and staying present to improve your cold call pipeline.</p> <p>-----</p> <p><b>Question 3 (multiple choice)</b> What is an effective way to handle rejection during a cold call? A) Argue with the prospect to change their mind B) Take the rejection personally to improve your approach C) Avoid making any more calls for the rest of the day D) Politely thank the prospect and move on to the next call</p> <p><b>Answers (by choice)</b> A) Incorrect Arguing with the prospect is unprofessional and unlikely to lead to a positive outcome. Respect their decision and move forward. B) Incorrect Taking rejection personally can negatively impact your confidence and effectiveness. It is important to remain objective and professional. C) Incorrect</p>
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# Cold Call Mastery – In 5 Easy Steps!

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	<p>Avoiding further calls can hinder your progress. It is important to maintain momentum and continue reaching out to other prospects.</p> <p>D) Correct</p> <p>Thanking the prospect and moving on demonstrates professionalism and allows you to focus on the next opportunity without dwelling on rejection.</p> <p><b>Score</b></p> <p>0/3 Too bad, so sad. Try the course again.</p> <p>1/3 Better luck next time</p> <p>2/3 You're getting there!</p> <p>3/3 Congratulations! Great work!</p> <p> Back</p> <p> End</p>
<b>Technical Notes</b>	
<p>User clicks on “continue” arrow to proceed to the next section (cover slide).</p> <p>User clicks on “back” arrow to return to the pervious section (slide #3: Summary)</p> <p>Question 1 will appear in middle of screen. After the user selects their options by clicking, answers will appear. Question 1 and answers will disappear before question 2 appears. The same sequence happens with questions 2 and 3.</p> <p>If user scores 3/3 in quiz, an animated character will appear with bright champion's ribbon. Cheering in background.</p>	