Apollo.io

How to Cold Call

Cold Calling in Apollo

- ☐ [Dialer Overview](#)
- ☐ Go through the [Apollo Cold Calling Checklist](#) to:
    - ☐ [Set up the Dialer](#), [get an Apollo Phone Number](#), and [create Call Dispositions](#)
    - ☐ [Make and Receive Calls](#)
    - ☐ [Review Your Calls](#)
    - ☐ [Join Active Calls](#) (for coaching, onboarding, practice)
- ☐ [Create and Use Pre-recorded Voicemail Drops](#) `New`
- ☐ Make calls from LinkedIn, Salesforce, or Hubspot using the [Apollo Chrome Extension](#)
- ☐ [Add a phone call step to your Sequence](#)
- ☐ Check out our integrations with [Nooks](#) and [Orum](#)
- ☐ Go through this free course: [How to Make Cold Calls in Apollo](#) `Academy`
- ☐ Watch this lesson to see [how to find mobile numbers](#) `Academy`
- ☐ For the most efficient cold-calling process, see [how to create a call-only sequence in Apollo](#) `Academy`

Learn more about cold calling

- [ ] Read our guide on [everything you need to know about cold calling](#)
- [ ] [6 Winning Cold Calling Scripts that Actually Book Meetings](#)
- [ ] [Follow Apollo's cold-calling best practices](#)
- [ ] Learn how Kit Chandra, "the Michael Jordan of sales", [gets past gatekeepers](#)
- [ ] Brush up on your cold-calling skills by watching [How to Cold Call: Best Scripts & Tricks](#) **Academy**

Cold Calling Script Framework

1. Permission-based opener

   - Greeting
   - Acknowledge the interruption
   - The reason you are calling
   - Ask for permission

2. Pain or Challenge Scenario

3. The pitch: improved future state

4. Questions

5. Close: Ask for meeting or next step

> Don't have good messaging for your value prop(s) yet? Or afraid of sounding too salesy? [Watch this free, 5-minute lesson on how to craft tailored messaging.](#) **Academy**

Cold Calling Script Examples

Get a head start on your cold calls with one of our call scripts in the [Apollo Academy Template library](#)

- [ ] [Conversation Starter Cold Calling Script](#) **Academy**
- [ ] [VIP & C-Suite Cold Calling Script](#) **Academy**
- [ ] [Quick Pitch Cold Calling Script](#) **Academy**

"Could you just send me an email?"

"I get it - you're very busy, and I caught you out of the blue. I've used that line myself to get rid of a cold call. Would you be able to give me 1 minute, I'll explain why I called. If you've got no interest, I'll make sure not to call you again."

"Absolutely - can I ask a quick question to make sure I'm sending you something of value?" [Question will tie in value-prop or success story] "Are you having [challenge] and would that be a priority? The reason I ask is that we recently helped [Similar Customer] improve this by [value] - and I think we could do even better for you."

"Sure thing - I'll shoot you an email to see if we could schedule a quick five-minute call for later this week. Any days most ideal for you?"

"We already use [competitor]" or "We already have a solution."

"Wonderful! A huge percentage of our customers were previously using [competitor]. If you're happy with that solution, then I think you'll really be blown away when you see our product/ solution."

"How do you like it? What grade would you give it - A? F?"

- [If Answer below A] "What's missing from it being perfect?"
- [If Answer A or A+] (Politely surprised) "What can I do to get on your calendar? If you are giving [competitor] an A, I am really looking forward to your reaction when you see [product/solution]."

"I'm busy" or "I don't have time."

"If I promise to be really quick - you okay spending 1 min with me?"

"You deserve a break. You've been working hard all day. Okay putting feet up for 1 minute - promise I won't add anymore work to your plate."

"You've got 1 minute" (or any variation of this)

[If time given is insultingly short] "I appreciate that - but I think the opportunity to help {{Company}} is too great to risk trying to rush it in 30 seconds. [Similar Customer] is really happy with the [pain improvement] they've seen from working with us, but they were okay giving me 2 minutes on the first call. You okay meeting in the middle, see if there isn't a chance for us to do the same for you?"

"I'm a little too busy for that - but I can give you [time less than that], that work?

"I'm the wrong person to speak to." or "I don't handle that."

"Pardon me! Mind pointing me in the right direction? Who in your company handles [what you are looking for]?"

"That's a shame! I was just getting future best-friend vibes. Any chance you know who I should be speaking to?"

> **"Call back in X months when we are looking at renewal."**

"That's why I called now! I think we'll end up being the better solution for {{Company}} - and even if you can't switch now, you'll be happy to have a big win lined up, and not be rushed when making the transition."

"Do you know you'll be looking to leave [current vendor] already? Or are you happy with the solution?"

[If happy] "I appreciate that. I've found that most folks want to meet with at least 1 other vendor before renewing - a way to benchmark their current vendor, and also a proposal they can use to get better pricing. Can I be that vendor for you? Then, should they try to offer you great pricing for an early renewal, you'll have already done your homework."

How to Get Help or More Training on Apollo

❇ When logged into Apollo, click the question mark on the bottom right of the screen. From there you can find useful resources or chat with our support team.

❇ Find answers in the [Apollo Knowledge Base](#)

❇ Submit a support request [here](#)

❇ Continue exploring [Apollo Academy](#)

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