

How to Cold Call: Resource Kit

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Cold Calling in Apollo

- [Configure the Dialer](#)
 - [Make Calls with Local Phone Numbers from the Dialer](#)
 - [How to Make and Receive VoIP Calls](#)
- [Create Call Dispositions to Log Your Calls](#)
- NEW!** [Create and Use Pre-recorded Voicemail Drops](#)
- [Join Active Calls](#) with the Apollo Dialer (for coaching, onboarding, practice)
- 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](#)

- 🎬 Watch this lesson to see [how to find mobile numbers](#)
- 🎬 For the most efficient cold-calling process, see [how to create a call-only sequence in Apollo](#)

Learn more 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 [Perfecting the Cold Call: How to Win on the Phones](#)

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.](#)

Cold Calling Scripts + Examples

1. High-volume / Low Research

Script

Hey {{first_name}}, it's [your name] from [your 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.

[Short 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?

Example

Hey {{first name}}, it's Anthony from Orum, 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 sales at {{company}}, wanted to introduce Orum if you had a minute

Orum is a live conversation & enablement platform that gets your sales team into more live conversations. We're bringing reps 10x more strategic conversations a day by integrating with tools like {{CRM}}

So {{first name}}, how's lead gen looking for the team in 2023?

Wait for answer

Awesome, well if I could get them more connects than [what they said] would it be worth a 30-minute walkthrough of how Orum works?

2. Tailored (Some Personalization)

Script

Hey {{first_name}}, it's [your name] from [your company].

Look, I know I caught you cold here – okay to spend a minute to tell you why I'm calling you specifically?

I saw you were heading up [role] at {{company}}, and I wanted to introduce what we are doing to help teams like yours boost [relevant KPI / goal].

[Value Prop tailored to industry, persona, news, etc.]

So {{first name}}, can I get on your calendar to discuss how we might help {{company}}?

Example

Hey {{first name}}, it's Anthony from Orum.

I know I caught you cold here – okay to spend a minute to tell you why I'm calling you specifically?

I saw you were heading up sales at {{company}}, wanted to introduce what we are doing to help teams like yours boost their deal numbers.

Orum is a live conversation & enablement platform that gets your sales team into more live conversations.

With rates high, many mortgage brokers are seeing volume drop significantly. Sourcing more leads would be great, but most tell me they wouldn't be able to work them effectively - and that they won't be adding headcount anytime soon.

We're bringing brokers 10x more conversations a day by integrating with tools like {{CRM}}. The mortgage shops using our platform see volume similar to 2021, without adding any headcount, and the solution ends up easily paying for itself.

So {{first name}}, can I get on your calendar to discuss how we might help {{company}}?

3. For VIP / C-Suite

Script / Example Combo

Hi {{first name}}, Happy {{day_of_week}}. This is James O'Sullivan, I'm calling from [your Company]. **Beat** I'm really glad I caught you. **PERMISSION** Pardon me for reaching out so much - I was excited to connect with you. You have 1 min so I can tell you why?

Pause / Wait for response

Wonderful, thank you. **ESTABLISH CREDIBILITY OR RAPPORT** I'm part of the leadership team at Company, and we are changing how companies [problem I solve].

SHOW DEEP UNDERSTANDING OF PAIN I saw that the company was scaling back plans to grow this year. I spoke with a few location managers; they mentioned that [business challenge reducing location profitability]. It looked to us like this is a problem downstream from [problem I solve].

That in line with your view of the situation?

[pause]

I am really glad I reached you. **SOCIAL PROOF MENTIONING SIMILAR COMPANIES AND PROOF POINT** We have been seeing atypical success in [problem I solve]. We've done this for [ExampleCo1], [ExampleCo2], and we just recently got back numbers from [ExampleCo3]. We were able to dramatically improve [element of problem] and reduce [problem I solve] by XX%.

CLOSE Would it be possible to get on your calendar sometime next week? I realize this call is light on details, but I can give you a better overview of how we do this, what our customers are seeing as a result, and I'd love to dive in a bit more on the specifics of your situation.

4. Call Script Example from Klue

Script / Example Combo

Hey {{first name}}, it's [your name] with Klue, how's California treatin ya?

PERMISSION I know I'm totally calling you out of the blue, do you have 30 seconds for me to tell you why I'm calling and if I miss the mark I'll hang up on myself
laugh

CONFIRM THE RIGHT PERSON Awesome, appreciate that. I know as a [persona] over at {{Company}}, you probably have 300 things on your plate. Curious if one of them is competitive intelligence or things like battlecards to enable your sales team?

PAIN Amazing, that's exactly why I'm calling. I talk to [personas] all day long and when it comes to things like battlecards, challenges that come up a lot are....

- Gathering insights on competitors is manual, super time-consuming and it's easy to miss alerts.
- Then since those insights are all based on a static point in time, they go stale fast. And the last thing you want is reps using out-of-date intel
- And then getting all of those insights to your reps fingertips so they actually use them can be a headache

PAIN QUESTION Are you bumping into any of those challenges over at {{Company}} or do you have a process in place that makes sure none of that ever happens?

PITCH [Connect your pitch to the problems that resonated]

ASK FOR MEETING I know I caught you mid-coffee sip and I'm way past my 30 seconds. Does it sound like a complete waste for us to find some time when I'm not calling you out of the blue and I can tell you a little more?

👏 Thank you to [Nick Ross](#), Senior Sales Development Manager at Klue, for sharing his cold calling script!

5. Voicemail

Script

Hi {{first name}}, this is James from [Company].

I sent you an email [X] days ago regarding [*pain point/value prop*]

We've been able to help [*similar companies/Company X*] to see [*results.*]

My phone number is XXX.XXX.XXXX. Hoping to connect to see if we could do the same for {{company}}.

Hope you are having a great day! Talk to you soon.

Objection-Handling Ideas

- **"Can you 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 & 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 your answers in the [Apollo Knowledge Base](#)
- Submit a support request [here](#).
- Learn from our training library in [Apollo Academy](#).

 Need basic Apollo training? Join one of our [daily live webinars](#). (You need an Apollo account and log in to access.)