

The Art of Cold Calling: Tips and Techniques for **Effective Sales Outreach** ¹⁰⁰



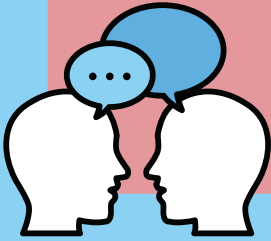
Research Your Prospect

Personalize your approach by gathering information about the company, industry trends, and decision-makers.



Be Prepared with a Script but Don't

Read it Verbatim Use a script to structure your call but allow for natural conversation and connection.



Establish a Connection Early

The first few seconds of a cold call are critical. Break the ice by mentioning a shared connection, referencing a recent company update, or complimenting their work.



Be Clear About Your Purpose

Make sure to state the reason for your call early and clearly. Whether you're offering a product, service, or just seeking a meeting, be direct and concise about your intentions.



Listen More Than You Speak

Understand your prospect's needs to tailor your offering effectively.



Handle Objections Gracefully

Address concerns respectfully and use objections as opportunities.



Follow Up

Send a follow-up email to reiterate key points and maintain engagement.

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