



ABSTRAKT

Cold Calling

OVERCOMING
OBJECTIONS

**Cold calling is a notoriously
difficult thing to do.**

Call Frameworks

Sales call frameworks are pre-written responses to common objections that you might hear when talking to prospects on the phone. They provide a framework for your cold call, which includes what you should say, what not to say, and how to handle specific objections. Cold calling is an essential sales tool that every salesperson uses. The more objections you can handle, the better your chances of closing the deal. In this document, we will talk about **how to handle some of the most common objections** that salespeople face when making cold calls.

One of the first steps is to identify what type of objection it is. This will help you stay on track and keep your customer on board with the conversation. Cold calling is one of the most cost-effective and efficient methods for selling products and services. But, many people find it difficult to get past the initial objection and book a meeting.

Our research shows that for cold calls to be successful, you need to provide value. You should also show that you understand the other person's needs and have solutions for them.

We've taken a deep look at thousands of cold calls and found that over 91% are the following objections. Here's our take on how to be successful:

- Good introduction
- Display of value proposition
- Showing you speak to their pain points

You are on the phone with the Decision Maker. Now what?

OBJECTION	RECOMMENDED RESPONSE	NOTES
I'm not interested	Actually that's why I'm calling. Most people we talk to don't know solutions like "_____" exist. If you have 10 seconds, I can share some of the pain points we help solve for.	
Send me information	Absolutely happy to. To ensure I don't waste your time in sending you irrelevant information, can I ask you a couple of questions to clarify what I should be sending you?	
I'm going into a meeting - A	I appreciate you answering my phone call. Are you free tomorrow to pick this conversation up again. How does "_____" work for you?	
I'm going into a meeting - B	<p><i>* This only works if calling at weird times (NOT at the top of the hour or 1/2 hour mark)</i></p> <p>That's interesting, I've never had a meeting start at the "37 minute" mark.</p>	
I don't have time to talk	That's exactly why I'm calling. Most "_____" leaders are too busy to explore new technologies to see what else might be out there to help them.	
How did you get my name / number?	Great question. We use "_____" tool to get contact information for people who benefit from exploring "_____" technology.	
I'm not the right person to talk to.	My apologies if I got the wrong information. Would you mind helping me out by pointing me in the direction of the person who is looking to solve for "_____"?	

OBJECTION	RECOMMENDED RESPONSE	NOTES
I've never even heard of your company.	Which is exactly why I'm calling. We're relatively new to the space and introducing fellow "____" leaders like yourself to help you overcome "____" problems.	
We are unique in how we conduct our business in this area - I do not think we are a fit - A	Completely understand how you feel. Others we've talked to feel the same way. What we've found is that our solution is completely configurable to meet your specific needs.	
Let's talk next quarter, next month.	Absolutely, happy to respect your timeline. So I don't waste your time in a "month/quarter/year", do you mind if I ask you a couple of questions to help me be more relevant when we talk again?	
We have everything we need.	That's fantastic. Good to hear that you have tools to ensure your team is effective. To quote Henry Ford, "If you would have asked everyone what they wanted, they would have said a faster horse". Any interest in exploring if a Model T should be in future?	
I'm not the decision-maker.	That's okay. I actually called you for a reason. When I speak with individuals in similar roles, they are the most impacted by our solution. Can we chat real quick to see if bringing this to the rest of your team makes sense?	
There's no money in the budget.	Totally understand how you feel. Most of the time when we talk with companies similar to yours, they feel the same way. But when we show the gaps that our solution can fill, a budget is usually created.	
We already use XXX, your competitor	That's awesome you are investing in "____" technology already. How are you liking how they are handling "____" <i>(a product feature that you know the competitor doesn't have)</i> .	

But wait, here's the really good stuff!

This guide will help you overcome standard objections, but it's static.

What if you had a customized recommended responses for objections that were provided live while on a call?

Our Real-Time Call Coaching software provides you automated playbooks and real-time recommended responses based on what the prospect says live on a call.

Book a demo to learn more.

