

Master the basics:

Harness your speech

Connect with them (experiment with this)

Adapt

Experiment with scripts:

Foundation (Harness your speech):

Breathing during the cold call? ☒

Talking slower? ☒

Talking deeper from your gut?

First part:

You talk slower, you breathe during the cold call, you introduce yourself and you shortly do a very short genuine connection

Second part the pitch:

You start telling them the reason for the call, You fumble from time to time and lose actual the script along the way and improvise

Third Part after you gain some of their interest, the mini SPIN before arranging a sales call: I don't expect people to actually asking me, I'm not prepared with the right questions, I fumble heavily,

Things I see right now that I can fix: Make the genuine connection part longer, be invested more in cold calls don't do it for the sake of doing it, slow down when at the script, talk from your gut, be calmer in the situation and be ready, be prepared for the mini spin make some questions, I think one or three questions are enough to start it and then ask them for a later sales call 7 at a certain time

My current script:

Video sam da vasoj "biznis name" fali kljucni delovi digitalnog marketinga, Kao website, reklame I hteo bih da vam pomognem da se ti problemi rese

English version down here:

I saw that your "business name" lacks certain key parts of digital marketing, in your website and advertisements etc. and I would like to help you solve these problems