

My cold calling script

Intro first

- Sales is a numbers game, the one who calls the most will win the most -> Tate gave the example of Indians hammering the phone and it's 100% true
- Law of averages: Remember you will have 2 bad days, 2 good days and one normal day.
- You will have to do at least 50-100 calls in the beginning to land your first discovery call
- Your clients will be called by other people in the market as well
- You will get into direct competition with your competitors
- If your opener is simple you won't stick out here are the tools
 - Voice -> say things louder and less loud etc.
 - Enthusiasm -> use 10% more of your prospect, don't be too enthusiastic
 - Build rapport -> find something to connect with, you can use weather, or current situation etc

Offer creation

Preparation

- Take 1-2gws to find leads that would benefit from your offer
- Create at least 65 leads for the next day
 - Add:
 - Name of company
 - Name of the decision maker
 - Phone number
 - General notes to their service

- Use people you already messaged
- Have your offer **dialed in** practice it before you start
- Have 5 reasons why its great working with you about your service (not you)

4 Phases of Cold Calling

Give 2 openers for

1. Already messaged
2. New calls

(Bonus: If you call someone you messaged already you can use that as an opener
 “I am calling you back on the matter we discussed on linkedin about your website copy”)

Phase 1 Gatekeeper

- Ask for the decision maker in a polite and nice way
 - “Hi, this is Noah. I’m hoping to speak with the owner.” 0-50% success rate
 - If she asks you to what you do you explain why you want to talk to him “Sure! I help businesses like yours save time by automating a system to do social media posts with AI that can post while you sleep. I’d love to share more details with the owner directly—would it be possible to connect with them?”
 - If she says he is busy make sure to ask when he will be free and call back
 - Do not waste your time by not calling back!
 - If you don’t come through just keep moving to the next you will get better and better

Phase 2-4 Greetings until discovery call

- “Hi, my name is Najam and I help x companies to do y without having to worry about z”
Example:
- "Hi, I'm Noah! I help 2 ecommerce businesses attract more clients by automating social media posts, managing websites, and running paid ads all accelerated by AI, without adding to your team's workload. Would you be open to a quick chat to see how this could take social media OR digital marketing off your plate entirely?"

If they say, “No, I’m not interested”

“I completely understand! Just curious—do you already have someone managing your social media, ads, or website?”

If they ask which company you work with

“Actually, I’m an independent marketing consultant, so I work directly with a select number of clients to stay fully focused on their goals.”

Case Study (Build Trust)

“I currently work with two businesses where I manage both ad creation and social media automation, all using AI-powered tools to drive engagement and leads. In total, our campaigns have generated over 2,000 leads, and with your type of business, I’m confident we could achieve strong results together too.”

(Let them respond)

Pitch for Discovery Call

“Why don’t we set up a quick 30-minute call? I can show you examples of our AI-accelerated approach, including website, social media, and ad strategies. I think you’ll find it valuable. Does tomorrow or Wednesday work? I have some flexibility.”

If They Decline, Reassure and Add Value

“I totally understand! By the way, I use a project management system that keeps everything streamlined for you and your team—feedback is simple, and it usually only takes one round to get it all right.”

(Let them respond)

Second Pitch for Discovery Call

“It’s been really effective for my other clients. If you’re interested, I’d be happy to walk you through how we make it work. Does Thursday or Friday work?”

Final Loop if They Decline Again

“I completely understand! I just thought our AI-driven services could be a great match for your business since there are so many groups you could target with engaging, high-conversion content. We’re seeing high click-through rates because of our AI-based approach to grabbing attention.”

(Let them respond)

Wrap Up and Leave the Door Open

“Thanks for your time! If it makes sense to connect later on, I’d love to keep in touch. Let me know if there’s anything I can help with in the future.”

My 5 Reasons It's Good To Work With Me:

1. I get back in under 2 hours
2. I don't waste time because the best businesses do things fast
3. Your audience, your rules... I won't step on your toes
4. I do revisions until satisfaction
5. I have my own editors