

Cold Email and Cold Calling template

FRAMES TO SET!

- Be humans. Be cool.
 - CONFIDENT
 - Broad Shoulder
 - Deep voice
- Only there if you're helping them
- I have more deals to go for if this doesn't work.

Cold Email

Hi [Business Owner's Name],

I noticed [problems they have and how it affects their business growth]

Here's [#] strategies that we can use:

- X, y, z...
- X, y, z...
- X, y, z...

If this sounds like something you're interested in, I will happily help you out with just a testimonial in return, feel free to reply.

Best regards,

[Your Name]

Personal Analysis

- Salesy
- Sounds desperate
- Robotic

Cold Call (NOT DONE YET)

“Hi, am I speaking to [owner name]?”

“No I’m not the owner” → “Ohh, would you be so kind as to transfer me to the owner please?”

“Yes, I’m the owner” → “Hi [Owner Name], This is Rathanak Ponn speaking, How are you doing?”

Listen and pay attention.

“The reason I’m calling to ask if you’ve seen the email I sent you a few days ago talking about generating new leads for your real estate agency, do you recall anything that?”

*Them talking → You listen and pay attention to what they’re saying.

“No I haven’t seen it” → “Ok, so I stated in that email a few days ago how I’m a student studying marketing with a couple ideas to boost your lead generation”

“Yes I’ve seen it” → Pay attention to what they’re saying

“Yeah so I got a couple questions I want to ask you so that I can get to know your business a little better. Can I ask for 5 minutes of your time?”

Situation Questions

- a. Based on what I’ve seen on your facebook profile, it seems that you’re a solo agent. Is that correct?

- b. Can you tell me more about how you got started in real estate? What's the whole story like?
- c. How many leads are you getting a month?
- d. Who are your most profitable clients?
- e. Are you nurturing your existing customers?
- f. How many more houses do you want to sell in the next 6 months or a year?
- g. What marketing campaign have you tried in the past?
 - i. How well is it going?

2. Problem Questions

- a. What do you think is stopping you from achieving this important business goal that you hold dear?

3. Implication Questions

- a. What would your agency look like if you're able to 2x or 4x your business in the next 12 months?

4. Needs/payoff Questions

- a. How much more money will that add?

Problem –

Solution – On-site SEO to boost your Ranking

This seems like new information for me and I'm happy to welcome it

And the strategy also needs to adapt to your business situation and what you've tried in the past

Later today, or maybe early tomorrow at 8am,

I will send you an email of different types of marketing campaign to...

Pricing

50% upfront, 50% backend.

Backend → After I generate 25 new leads.

Close → Show them their problem based on their info, give them a solution, and say "I can help you with that."

Pricing

I'm happy to do it for free upfront.

IN-PERSON OUTREACH

“Hi, your store looks nice. Do you happen to know where the owner is?”

No → Is there anyway I can get a hold of him/her?

Yes → Can I speak to him/her for a second? I have a few ideas to discuss about the business.

Talking with the owner → Hi [Name], *shake hand*, A few days ago I sent you an email about how I found a way to get you more customers. Do you recall anything like that?

No → Great, would you like to hear about it?

Yes, wanna hear about it →