



The Gong.io

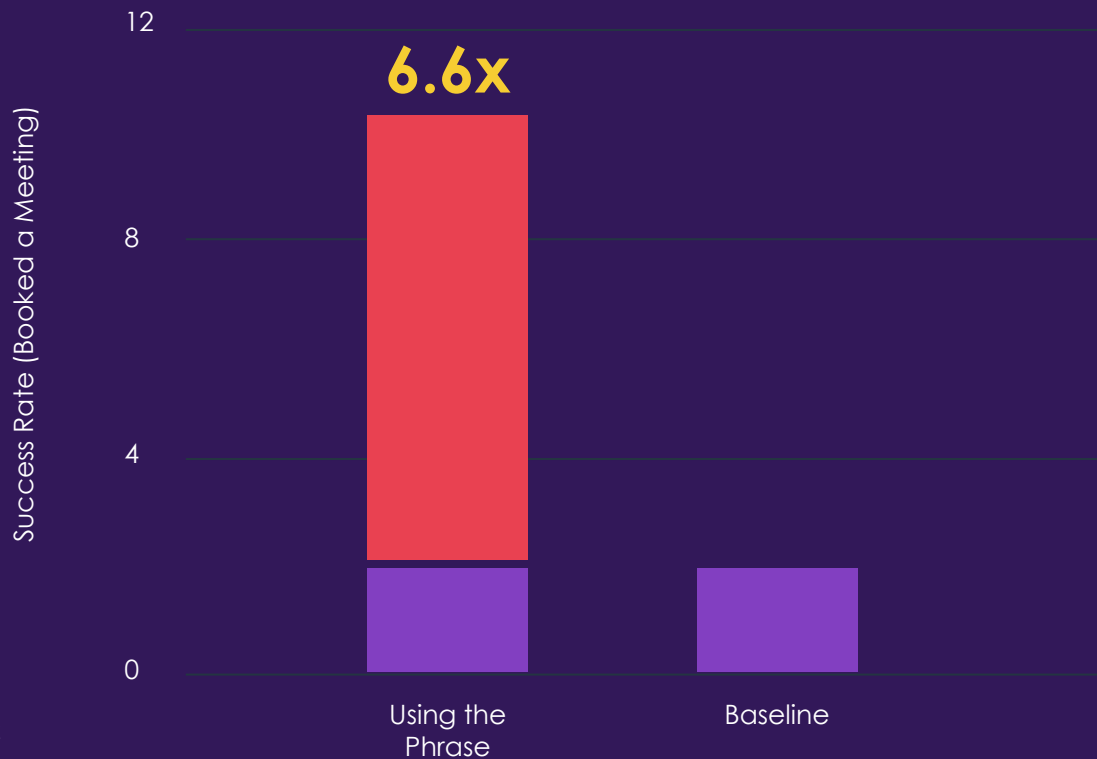
COLD CALL

Cheat Sheet



We analyzed **90,380 outbound, connected cold calls** with AI and uncovered the following patterns and trends.

“How have you been?”

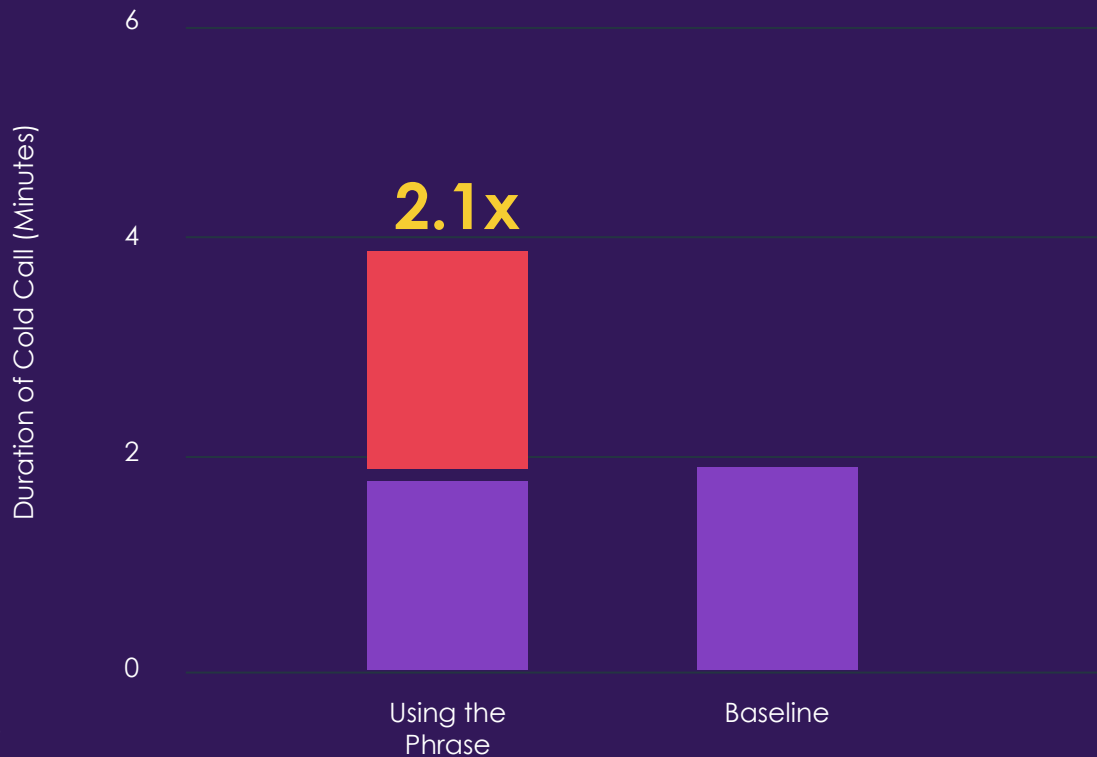


The Best Opening Line

So what's the best cold call opener? “How've you been?” We know. It's a little awkward to say to someone you've never spoken with before. But it has a 6.6X higher success rate than the baseline, which is a difference worthy of your attention. It's a little different. It interrupts patterns, which makes people pay attention.



“The reason for my call is...”

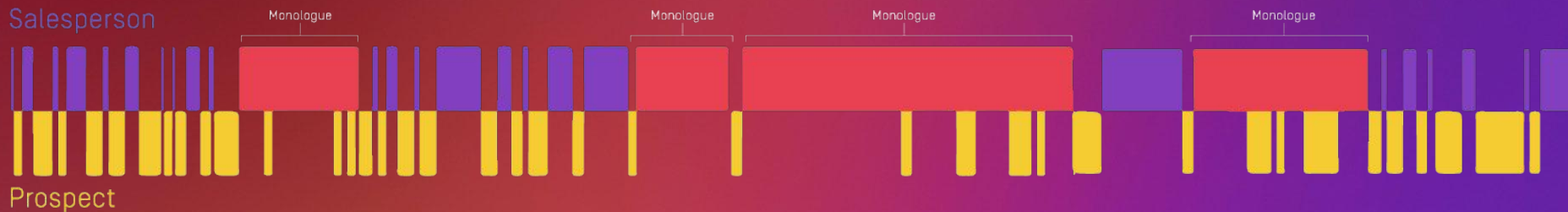


The Best Second Step

And after that polite opener, the next thing out of your mouth should be some version of John Barrows' “The reason for my call is...”. You increase your success rate by 2.1X when you start with a proactive reason for reaching out. People crave knowing why something's happening, even if it's a weak reason. So tell them why you're calling (after you've rehearsed it 1,000 times).



Sell the Meeting



Don't be afraid to go on a longer monologue than normal. Sell the meeting, don't do discovery. Prospecting calls aren't about discovery. They are about selling your value to pique their interest enough for a meeting. If it means you have to talk for longer bursts of time, that's okay. You can get away with "pitches" for up to 37 seconds.

— Educate, Don't Interrogate

Successful Cold Calls

Talk

55%

45%

Unsuccessful Cold Calls

Talk

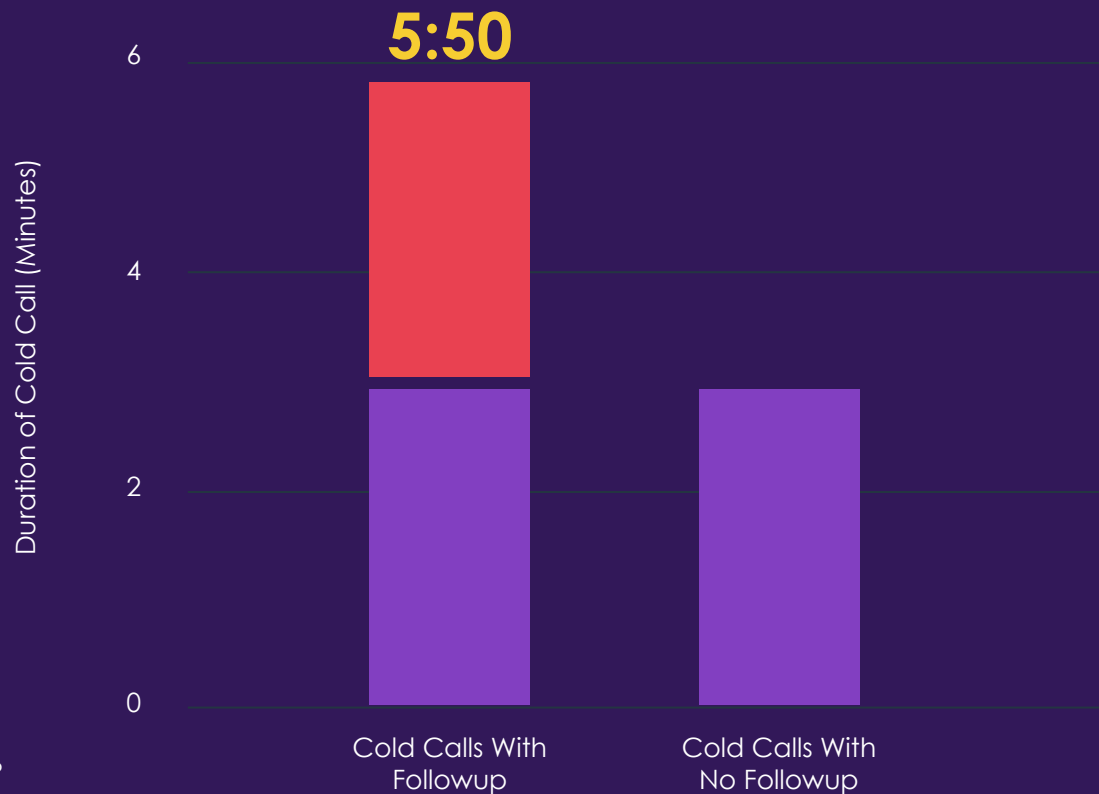
42%

58%

It's OK to Talk More

You'll hold your prospect's attention by making sure you have something worth saying. This is the one time in the sales process when you can talk more than you listen. In fact, an ideal talk-to-listen ratio is almost the opposite of what you'd want on a discovery call.

The Longer the Call, the Better



Keep Them on the Phone

Your only job at this stage is to keep the prospect on the phone for five minutes. If you can hold their attention, you're twice as likely to book a meeting as someone who can only keep them on a three-minute call.



THANK YOU

Three people are standing behind the large white text 'THANK YOU'. On the left, a woman in a red and white striped shirt and dark pants is holding a red spray bottle that is spraying white foam. In the center, a man in a dark suit has his arms crossed. On the right, a man in a red polo shirt and jeans is also holding a red spray bottle that is spraying white foam. The background is a gradient from purple to pink.

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