

THE FIRST CALL SEQUENCE

PREFACE

Provide an introduction

PERSONALIZE

Share something to build rapport

POSITION

State why they should be listening to you

PAIN / PRODUCT

Uncover the pain or explain a cool feature and key benefit

PROOF

Reference a customer success story

PRESCRIBE

Recommend next steps

THE FIRST CALL SEQUENCE

THE HELP PLAY

PREFACE

Hi John, it's Anthony at Company XYZ. I wonder if you could help me out for a moment?

PERSONALIZE

Great, I really appreciate that thank you. Listen, the reason for the call is that many companies in your industry are fed up with the skyrocketing numbers of healthcare costs.

POSITION

Well, it turns out we have put together a special program for companies like you that can lower your premiums by up to 37%.

PAIN / PRODUCT

PROOF

PRESCRIBE

I would love to swing by your office next Wed or Thur at 1 PM, which of those days are better for you?"

THE FIRST CALL SEQUENCE

THE COMMIT PLAY

PREFACE

John, this is Bill, from Company XYZ. I wanted to take 30 seconds of your time and tell you why I'm calling. If you like what you hear, we can continue, if you don't, you can tell me so, and I'll leave you alone. Sound fair?

PERSONALIZE

We did a research study with 100s of sales leaders and their top challenge was building sufficient qualified pipeline.

POSITION

That's where we come in. Company XYZ is the only growth platform for sales. We help companies sell more by building build better pipeline fast.

PAIN / PRODUCT

Are most of your reps building enough pipeline each month to hit their numbers?

PROOF

I've not seen many people double their pipeline that quickly but Company ABC did. We partnered with them to better prioritize leads and perform more activities and in 30 days and they doubled their pipeline.

PRESCRIBE

My 30 seconds is probably up John but what I'd like to do is set up a 30 min meeting in the next few days to dive deeper into this conversation. Does that sound reasonable? When is the earliest you could meet?

THE FIRST CALL SEQUENCE

THE QUESTION PLAY

PREFACE

John, Jack with Company XYZ. We ran an audit on your team's ability to respond to inbound leads and thought you might want to see the results. Any interest?

PERSONALIZE

POSITION

Company XYZ is the leading growth platform for sales. We help companies sell more by maximizing their marketing spend by responding quickly and effectively to inbound leads.

PAIN / PRODUCT

Do you monitor your inbound lead follow up strategy?

PROOF

We helped Company XYZ improve their lead response from 48 hours to 1 hour and their contact rates increased by 3x.

PRESCRIBE

I'd like to find some time to take you through how your team is doing on responding to inbound leads. Would some time early Tuesday work for that?

THE FIRST CALL SEQUENCE

PREFACE

PERSONALIZE

POSITION

PAIN / PRODUCT

PROOF

PRESCRIBE