




# Cold Calling 101

## 3 top sales reps share their secrets to book meetings


The cold calling playbook top reps use to cut through the noise, call with confidence, and book meetings every week.



**Jacob McLeod**  
BDR Mid-Market Exp.  
Nextiva

 Thanks! The reason I'm reaching out is because of my relationship in the {blank} alliance.

**Reason for the call (WHY)**  
(Relevance = credibility)

 **What I'm hearing from** other CAS partners is that managing scope creep, manually chasing signatures, and relying on staff to remember renewals is hurting margins — and slowing growth. Some tell me 20-30% of their engagements are either outdated or unbilled.

**Current State (WHAT)**  
3 top pains your product solves

 With Ignition, we automate the entire engagement lifecycle — proposals, e-signatures, renewals, and payments — **so** your team can focus on delivery. **Finance teams have seen 50%+ time savings on engagement** and **80%+ reduction in aged receivables.**

**Be specific**  
es



**Teddy Frank**  
Senior AE  
Ignition



**Conor McCarthy**  
Outbound  
lemlist

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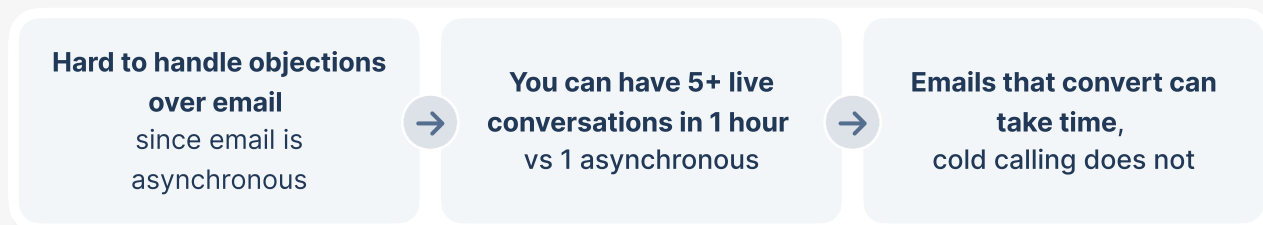
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# → Cold calling works. Here's why you should be doing it

## Cold calling is a powerful and underused channel

Emails get lost, skipped, or buried. Even the best message can sit unread for days. Cold calls give you a chance to start real conversations, fast.



Emails slow down the reply. Objections come in late, scattered, and often without context.

On a call, you can handle objections the moment they come up, build trust, and keep the conversation moving forward without friction.

Cold calling is fast. In just one hour, you can talk to 5 or more prospects, get clear answers, and move real opportunities forward. No waiting, no chasing.

Crafting a great email for each lead can take 20–30 minutes, sometimes more. But if you're calling the same type of buyer, your script stays the same. That means less prep, more conversations, and way more chances to close in less time.



**If you have a direct line or mobile number, you should be cold calling**

- Teddy Frank, senior AE @ Ignition

# → How to make cold calls that actually book meetings

## 1. Use pre-call intel to avoid awkward silences

Don't lose your time calling the wrong people at the wrong accounts.

So, you need to be crystal clear about your ICP and the personas you sell to. Don't limit yourself to a job title. You need to get into the details with firmographic and technographic data points.

### → Example of granularity



RevOps leaders at SMBs



Sales and RevOps leaders at SaaS orgs using salesforce, who are struggling with performance, have 50+ reps, and ideally orgs who have large MM or SMB teams

## How to find the right accounts and the people to contact?



### → Step 1

Find the right account



### → Step 2

Find the right people



### → Step 3

Enrich contact information

## How to get valid phone numbers? (2025 methodology)

When it comes to finding phone number, you need to use a waterfall enrichment solution.

People used to pay one phone number provider and only found 30–40% of the numbers. With waterfall, you use multiple providers to get full geographic coverage and better data, but you only pay the price of one.

The diagram shows a vertical flow for Wyatt Sterling, Account Executive. At the top, his name and 'Phone unknown' are shown. Below this, three sequential steps are depicted: 1. A red cube icon with a 'Phone number not found' message. 2. A blue cube icon with a 'C' and a 'Phone number not found' message. 3. A green cube icon with a 'Phone number found' message. At the bottom, the final contact information is shown: Wyatt Sterling, Account Executive, with the phone number (+1) 512-237-8194.

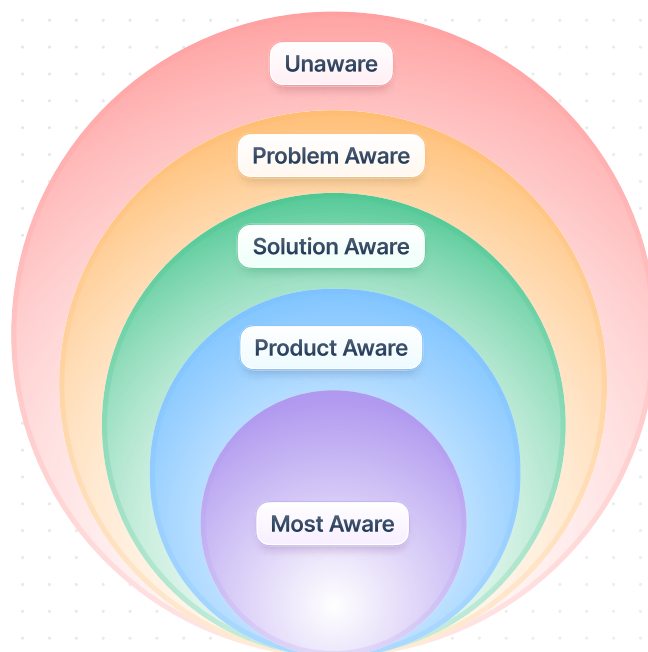
→ With lemlist, we use 4 different providers to find, on average, 70 to 85% valid phone numbers.

The screenshot shows the Lemlist interface for Marlowe Ashford. It includes fields for 'Data from company' (Chief Executive Officer @Viralize), 'Email' (marlowe.a@viralize.co), and 'Phone' (No phone number). There are buttons for 'FIND PHONE' and 'Manage contact'. On the right, there are sections for 'CAMPAIGNS' (Worldwide CEOs, Daniel's campaign, Worldwide SaaS executives) and 'CONTACT LIST' (US - SaaS CEOs).

[Phone Number Finder](#)

# → How to make cold calls that actually book meetings

## 2. The best cold calls aren't cold at all



Source: *Breakthrough Advertising*, Eugene Schwartz (1966)

### How to find the right accounts and the people to contact?



→ Step 1  
Find the right account



→ Step 2  
Find the right people



→ Step 3  
Enrich contact information

### How to get valid phone numbers? (2025 methodology)

If you send an email or a connection request before calling, you raise awareness before the call even starts.

- They'll recognize your name
- They'll remember the email you sent before
- The conversation will feel like it's already started
- Your pitch will come across as smooth and natural, not cold or forced
- You'll move straight into the solution-aware stage, skipping the previous stages

# → How to make cold calls that actually book meetings

## Which trigger should you use for a warm call?

### → Outreach triggers

Signals from a person's behavior that tell you it's the right time to reach out.

Opened email within 2 days

Click on link in email

Unsubscribe from email

Opened linkedIn message

Accept linkedIn invitation

### → Marketing triggers

Engagement with your content or campaigns that shows they're interested.

Content downloads

Event registrants/attendees

Webinar registrants/attendees

Newsletter subscribers

Email marketing open several times

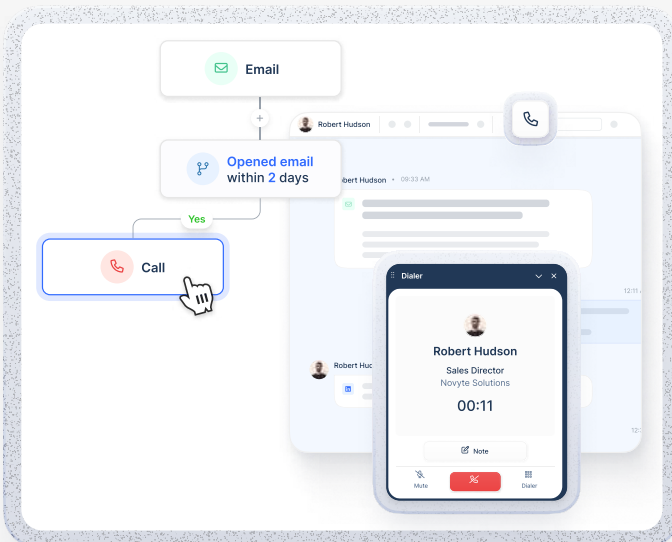
### → Product triggers

Actions inside your product that hint they're ready to buy or need a push.

Signed up for freemium or free trial

High feature usage or sudden usage spike

Used or asked for a new feature



### Recommended resources :

Use advanced conditions and the new hot lead scoring feature in lemlist campaigns to spot which leads are most ready to buy.

[See how it works](#)

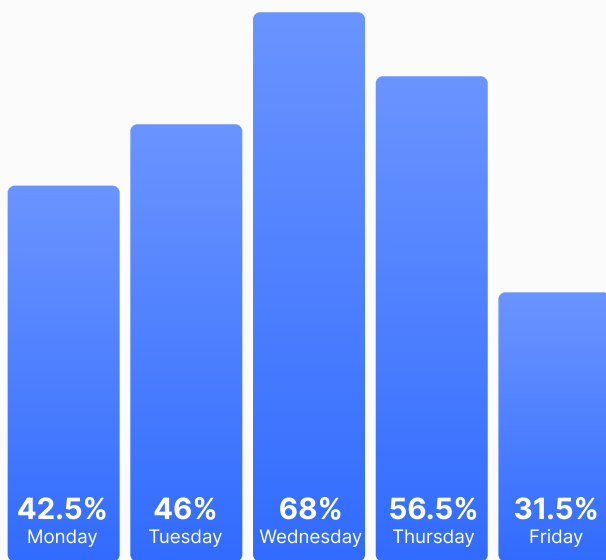
# → How to make cold calls that actually book meetings

## 3. Call when decision-makers actually pick up

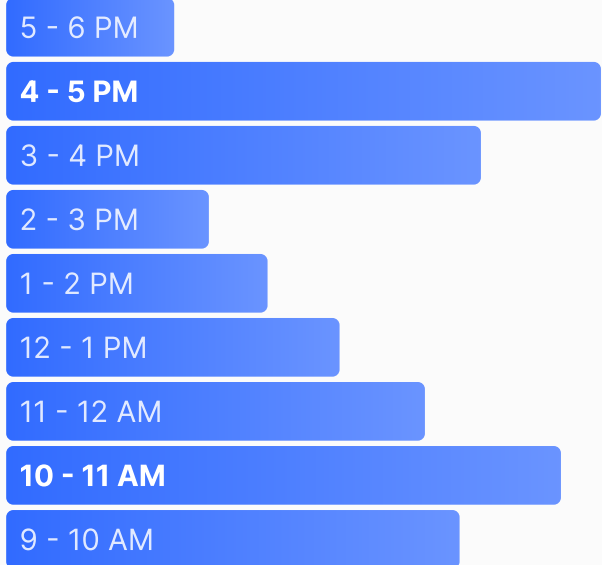
Call just before the workday starts or right as it's wrapping up. Those are the windows when decision-makers actually pick up.

Avoid mid-morning or mid-afternoon when they're deep in meetings or emails.

### The Best Day to Cold Call



### The Best Time of Day to Cold Call



Source: *Cognism Blog*

Pay attention to timezones. If you're in the US, there's a 3-hour gap between the East and West Coast so make sure you're not calling too early or too late.

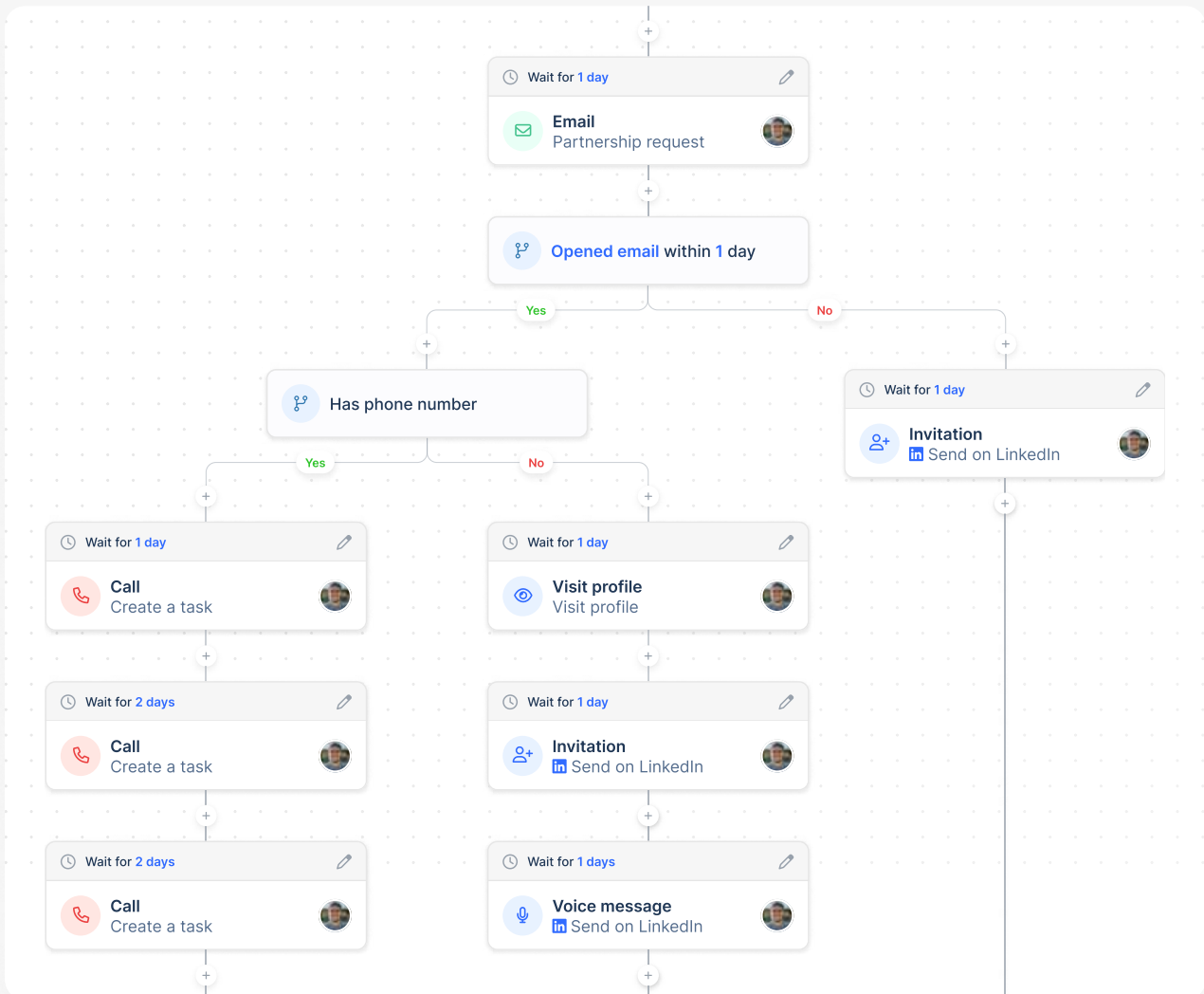
# → How to make cold calls that actually book meetings

## 4. The follow-up strategy that gets replies: go multichannel

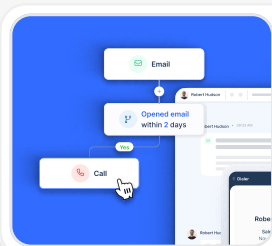
Calling matters. It gives you a better shot at reaching decision-makers. But some people never pick up or always send calls to voicemail.

When that happens, switch to channels where they're more likely to reply. Usually email or LinkedIn, depending on the contact info you have

### Anatomy of a good multichannel campaigns with call steps:



In this example we warm up the lead with an email, then call right after, if we have their phone number.



Want to see a full campaign that uses every follow-up step? Take a look at this template.

[Use campaign template](#)

# → The structure of a perfect cold call

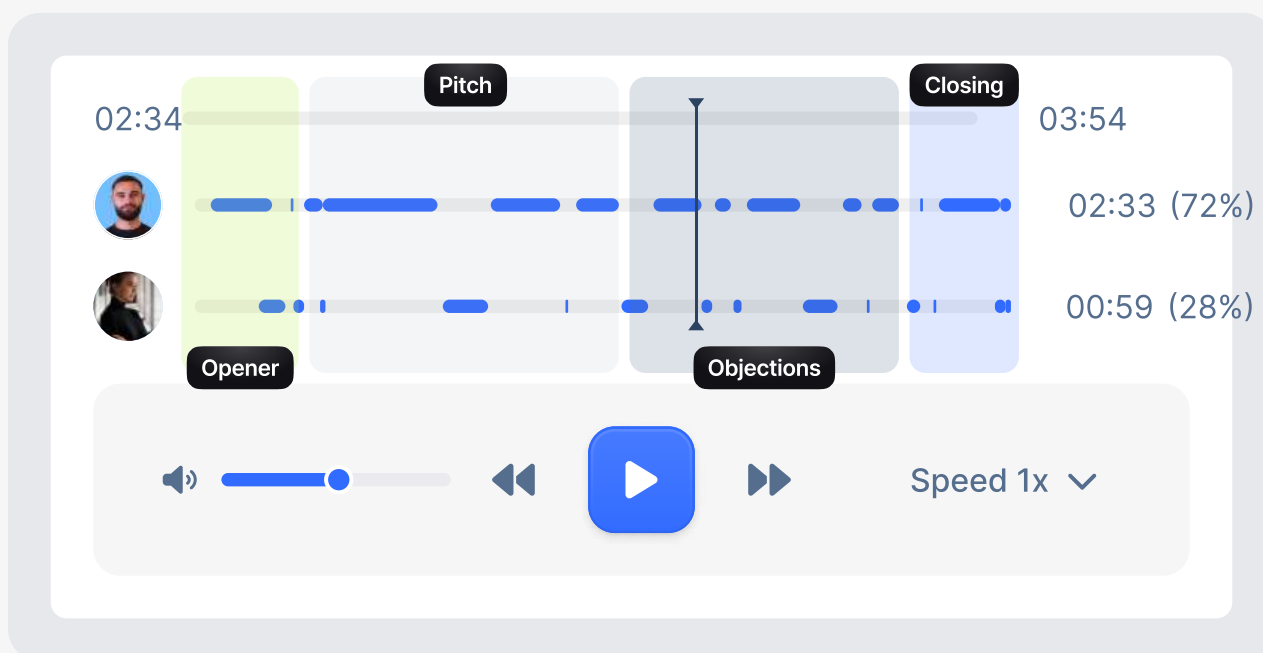
## A cold call has 4 main parts:

**The opener:** This is where you grab the prospect's attention and set the tone for the conversation.

**The pitch:** Here, you present the value of what you're offering, focusing on how it can solve the prospect's pain points.

**The objection handling:** This is where you address any concerns the prospect raises and reassure them with the right responses.

**The closing:** This is where you guide the conversation toward scheduling a meeting or next steps, ensuring you secure the commitment.



Let's break down each part in the next pages.

# → The structure of a perfect cold call

## 1. Nail your opener without sounding like a script

Here are 2 openers you can use.

If you haven't sent any emails or linkedIn message previously (cold call), you can use this one that uses a **permission-based opener**, meaning you ask for the prospect's consent before diving into your pitch:



Hey [Name], this is [Your Name] calling from Ignition. How are you? I'll be totally transparent - you weren't expecting my call. Would it be ok if I took a minute to explain why I called? I promise I'll be brief.

- Teddy Frank, senior AE @ Ignition

Here are 2 openers you can use.

Conversely, when you have a trigger (opened an email, engaged on LinkedIn, etc.), mention it to come across as someone they can relate to. If they don't recognize you, be honest about your intention: it's a cold call, but not just any cold call.



Hey [Name], this is [Your Name] from [company]. I sent you .../ I saw you...

Does my name ring a bell?

This is a cold call but a well researched one

BDR Mid-Market Exp. @ Nextiva

### Pro Tip

Tone matters more than anything else



If the prospect sounds unpleasant or rushed, adopt a short, direct, and no-fluff tone to respect their time and avoid triggering more resistance. If they seem open or relaxed, use a warmer, more conversational tone to build connection and increase engagement.

# → The structure of a perfect cold call

## 2. The W.W.H framework of a perfect pitch

W.W.H. stands for Why, What, and How.

**WHY:** Start with a reason for the call. The more relevant it is, the more credible you sound.



→ Thanks! The reason I'm reaching out is we work with CAS leaders at firms in the {blank} alliance.

**WHAT:** Bring up the top 3 pains your product solves to cover your bases and make it relevant. Specificity is what makes it stick.



→ What I'm hearing from other CAS partners is that managing scope creep, manually chasing signatures, and relying on staff to remember renewals is hurting margins — and slowing growth. Some tell me 20–30% of their engagements are either outdated or unbilled.

**HOW:** Explain exactly how you solve the problem, share real results, and name a similar company they'll recognize. Relevance and proof build trust fast.



→ With Ignition, we automate the entire engagement lifecycle — proposals, e-signatures, renewals, and payments — so your team can focus on delivery. Firms using us have seen 50%+ time savings on engagement creation, and in many cases, 80%+ reduction in aged receivables.

### Caveat

Don't just drop any company name. Use one that's similar in size and industry to your prospect if you already work with them. Fortune 500 brands might be well-known, but they're hard to relate to for smaller businesses, so skip them unless you're reaching out to another Fortune 500. If you don't have similar companies to mention, share metrics they can relate to instead.

# → The structure of a perfect cold call

## 3. Ask for a meeting with a no-framed question

No-framed questions let your prospect feel in control by making it easy to say "no."

That simple shift lowers resistance and leads to more honest, open conversations.

→ No-framed question



Would it be crazy for us to schedule 20 minutes for me to show you how we could replicate the same results for your firm?

Assumptive questions are a sharper way to guide the prospect toward a clear next step without being pushy.

By suggesting a specific time, you make it easier for them to say yes or offer an alternative that works better.

→ Assumptive question



I don't want to take up your time right now, but do you have 20 minutes, say Tuesday at 3pm, so I can show you how it works?

### Pro Tip

Sell the meeting. In a cold call, you should talk more than you listen. It's not a discovery call. Your goal is to tease just enough so the prospect wants to book a meeting.

# → The structure of a perfect cold call

## 4. Handling objections with the A.R.A methodology

A.R.A stands for Acknowledge, Respond, and Ask.



by Ronen R. Pessar

### So, how to sign off your cold email?

#### → Acknowledge

Recognize the prospect's point to show you understand their situation

Ah, I totally understand.

#### → Respond

Offer a relevant insight or example to keep the conversation moving forward.

I did call you out of the blue here, the reason for my call is not to sell you anything, but rather, to learn more about your business and what you're doing to solve X challenge today. From there, we can determine if it makes sense to sync closer to when your budgeting season is.

#### → Ask

Use a no-framed question to gently guide the prospect toward the next step without feeling pressured.

Would it be crazy to find 30 minutes next week to share more?

### Some example

#### → We're using a competitor

(respond) I recently spoke with {{similarCompany}}, and they were also using a competitor, but they appreciated how we're different in X, Y, and Z ways.



(ask) Would it be worth exploring how we could help you in those areas as well?

(ask) Would it be crazy to take 15 minutes of your time next week?

#### → Send me an email

(acknowledge) Actually this is a reason why I called, an email would create more questions than answers.



(respond) I figured a quick call would be more helpful for both of us.

(ask) Would it be a bad idea to take 15 minutes of your time next week to explore this?

# → The structure of a perfect cold call

## 5. Leave voicemails that get people to call back

When should you leave voicemails?

When you reach the end of your call sequence and don't plan to call them back anytime soon.

Here are some 2 examples:

**If you don't want them to call you back but want a reply by email, use this:**

Hey {{firstName}}, we work with a few {{similarCompany}}. No need to call me back. I'm literally about to hit send on an email. Just so we don't play phone tag, mind replying and letting me know if it's even moderately interesting. It'll come from Conor at lemlist. Cheers

**Be so brief that it sparks curiosity and interest.**

For instance, if you're calling Costco:

Hey this is Jacob over Nextiva calling in regards to Sam's club.  
Call me back when you get a chance.



# → Conclusion

Let's recap:

- ✓ Before calling anyone, start by correctly defining your ICP
- ✓ Go for 100-150 dials a day if you want to get enough connections.
- ✓ Calling after reaching out on another channel can multiply your chances of booking a meeting by 3.
- ✓ Triggers you can use break down into 3 categories: outreach, marketing, and product.
- ✓ Call your lead just before the workday starts or when it's about to end for maximum impact.
- ✓ Pay attention to the timezone of the prospects you're calling.
- ✓ Go multichannel with your follow-up since you don't know which channel your prospect prefers.
- ✓ Use a permission-based opener in your call intro after stating who you are.
- ✓ Use the W.W.H framework to build your pitch.
- ✓ Adopt no-framed questions for maximum booking acceptance.
- ✓ Handle objections the same way: acknowledge, respond, and ask.
- ✓ Leave a voicemail if you don't plan to call back or to trigger curiosity for them to call you.

## Get started for free

Call your prospect using lemlist's in-app calling feature right now to book meetings.

[Start a 14-day free trial](#) 

No card required.

Brought to you with the advice of the top 3 salespeople:

