



COLD CALL LIKE A BOSS

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Example Opening Sales Objection Replies

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Not interested

- *Hey, I get that, I've called you out the blue and interrupted your day – this might not even be a relevant call for either of us. Listen, if you'd be kind enough to give me 2 minutes to explain why I've been so keen to speak with you then if it seems there's a fit, maybe we could look at booking a better time to have a proper chat?*
- *"Hey, I wouldn't be interested if I didn't know what this was about either. All I'd like is to ask one question, and we can see if this is a relevant call for both of us"*
- *"That makes sense, most people aren't interested the first time I call – Listen, how often do you review XYZ"*

Budget has gone

- *"In all honesty, you probably didn't have a budget for this in the first place. I was calling specifically to run an idea past you and see if there was any merit in maybe talking further at another time"*
- *"Hey, if you were looking at spending your budget right now then I'd be too late speaking with you. I don't even know if what we do is relevant for your budget. Tell me....."*

Don't take sales calls

- *"I get that, and usually I wouldn't reach out so directly to you but having been on your website and read about what you do I was keen to talk directly with you."*
- *"I don't usually make them, I'd definitely prefer to hide behind an email, but this is quite time sensitive, and I've been keen to speak with you for a while"*

Tried it before

- *"Ok, what exactly did you try? I'm sure you'd agree there's a lot of different ways to approach this and all have different results"*
- *"Excellent – that's exactly why I'm keen to speak with you"*

Why should we use you?

- *“You know what, I don’t know if you should. It would be arrogant of me to tell you how we can help before I’ve learnt more about you. I can tell you how we’ve supported others, like X,Y and Z but they may have faced different challenges to you.”*

Already have something in place

- *I’d be amazed if you didn’t, everyone I work with has or had something to help them [solve a specific problem]. What do you currently use?*
- *We probably couldn’t work with you if you didn’t to be honest, is [XYZ] a high priority for you?”*

Just send an email

- *“Of course, what’s the email address?”. (Take down the address) “Now, I don’t want to bombard you with spam, and I have over 500 PDFs that I could send but only two or three may be relevant. That’s why it’d be great if I could get two minutes then I can send you the most relevant content.”*
- *“Of course, so I can send the most relevant info, what would you need to see in that email to warrant us having a further conversation?”*

I’m busy

- *“Yeah, I can hear that. I was simply calling to book a good time to talk further as I’ve a few ideas I wanted to run by you. If you’ve five minutes now great, if not when is good for us to have a five-minute call?”*

Is this a sales call?

- *“Absolutely! We would love to do business with you, that’s why I’ve been keen to have a chat – but I may be wrong, and this may not be relevant, would you be kind enough to give me two minutes?”*
- *100%! How am I doing so far?*

What's it about?

- [Gatekeeper] *"I sent them some bits last week and promised I'd give them a ring, my apologies, I'm a bit late"*
- *"I was calling specifically to get a meeting in the diary with you – I work closely with [**job titles/Sectors**] around the UK and I've an idea I'm keen to discuss.*