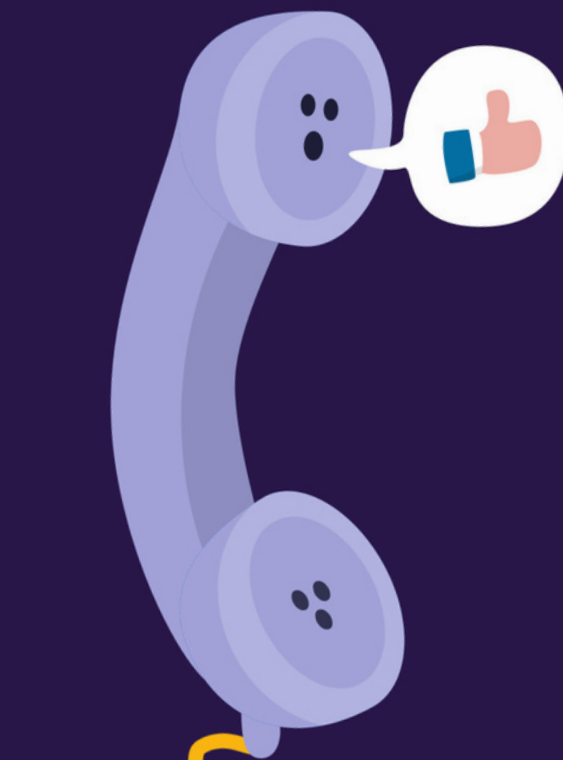


THE ULTIMATE GUIDE TO COLD CALLING SUCCESS

Learn how to connect, convert, and close more deals by catering to your buyer's preferences using Personality AI.



Foreword

When I joined ConnectAndSell in 2011, one thing was clear to me: Cold calling was going to be a hot topic. I was right. Like so many things in modern life, cold calling seems to split any group into two factions.

On one side, we have the “cold calling is dead” crowd, as Mike Weinberg, the author of “New Sales. Simplified.” calls them. Like prophets predicting the end of the world, digital selling experts confidently tell B2B sellers that the day has finally come when they can put down the phone and... do something easier. Meanwhile, as Team Humantic AI clearly tells us in the pages of this guide, cold calling abides. In fact, among top sellers, cold calling is not only not dead, it is more dominant than ever. Ironically, cold calling is more essential in our digital age precisely because it is both hard and can’t be automated.

So why can’t cold calling be automated? Surely the mechanical parts: dialing, navigating phone systems, working dial-by-name directories and such... can be. But a sincere human being whose voice carries the good intentions of the caller cannot be automated. Even if AI masters the art of the conversation, it faces insurmountable problems.

All this is because cold calling accomplishes the one thing we must do in B2B sales. Done correctly, it generates trust between someone who might need what you have to offer, and you - the scary invisible stranger who just interrupted them.

In these pages, the Humantic AI team will guide you on your journey to be a cold caller who successfully generates trust, every time. Of course, it won’t be easy. Otherwise everyone would do it. But it will be effective and, eventually - trust me - it will even be fun! Enjoy!

-- Chris Beall
CEO, ConnectAndSell

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CHAPTER 1:

Cold calling: What is it, Why You Hate it, and Why You Shouldn't

If you're here, chances are you already know what cold calling means. So we'll spare you the dictionary definition and paint an elaborate picture instead: one you might awfully well recognize.

Minutes before your call block, you anxiously glance at the corner of your computer screen. The clock's still ticking, with no intention to freeze or stop. You try to remove all the distractions from your desk, as if the distractions were around you, and not *in* you.

1 minute to go. You feel the pressure in your veins. Before you know it... **It's time to make some calls.** And so you start.

"Hey Mark. Did I catch you at a bad time? I'm calling from Acme Inc. to talk about your team's spend management needs. Do you have 37 seconds for me?"

You're greeted with a deafening silence. After saying "Hello" in 3 different intonations as if you were sounding your own echo... you hang up, defeated.



Time for the next call. This time, it's "Hey Alice!" instead of "Hey Mark". Not much changes in your script. Instead of silence, you're greeted with a loud beep. You've been hung up on. Ouch!

You gather the courage and call the next prospect on your list. From one failed attempt to another.

You finally make some progress on the 10th call of the day. Your first response of the day.

"How the hell did you get this number?" screams a furious voice from the other end. Not good, but certainly better than the previous attempts.

Top salespeople crown the phone their #1 channel, while the rest struggle with the very concept. Why?



Why bother with cold calling when there are easier channels out there?

According to McKinsey, high performing sellers made 82 percent more cold calls than low performers and sent 26 percent fewer unsolicited emails. Something's got to give, right?

A more succinct answer to that question, however, comes from Theodore Roosevelt: "Nothing worth doing is ever easy." Cold calling is not easy by any stretch of imagination, but it's effective. It's so ridiculously effective that it's worth pursuing it, even if it's not easy.

CHAPTER 2:

Why Do Most Cold Calls Bomb?

There's something fundamentally wrong with how sellers approach cold calls. In fact, if you can relate to the tale above, you're not alone.



According to ValueSelling, 1 in 2 B2B salespeople have a serious fear of making cold calls.

Now, it doesn't stop with fear. Fear translates to a lack of confidence. And a lack of confidence characterizes itself in a seller's voice. Oh, and News Flash: Cold calls are primarily driven by voice.

When (and not if) your lack of conviction comes through — clear as day — your buyer has no real reason to engage with you or your cold call.

With this guide, you will learn how to overcome that fear, and join the other side.

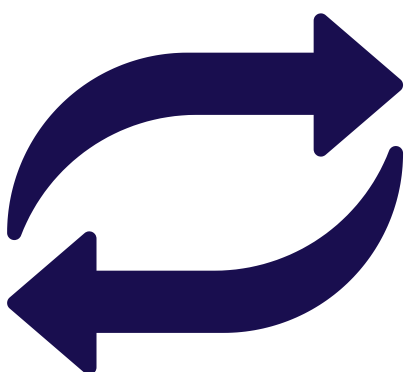
Before we go over the right way to approach cold calling, it's important to revisit just how effective the channel is, and why the top 10% swear by it.

How effective is cold calling, really?

According to Gerry Hill, RVP of ConnectAndSell, a sales rep can process the same amount of information in 1 cold call as they would in a 150-email chain. Now, that might sound like an exaggeration at first glance, but it's worth noting that subtext and tone of voice often reveal more about a person than the contents of a conversation. Research indicates that it's much easier to identify a person's buying style through a phone call, as opposed to other "cold" communication channels.



An added advantage: faster feedback loops



If you're testing out new messaging for a product offering, the feedback loop is much faster in cold calls as opposed to emails. Even if your messaging is horse crap and doesn't – at all – land with your prospects... it will only take you a few hours to fix that. If you're testing it out on email, however, you might have to say goodbye to your monthly quota.

Make no mistake: cold calling is still a game of odds. But there are ways to significantly improve your odds. Gerry Hill from ConnectAndSell was able to identify which of his buyers were more prone to answering, which ones had longer conversations, and which of them actually converted. He did this by segregating his prospect list according to their buying personality or their DISC type. Enterprise sellers and legendary firms like Sandler use DISC selling to understand and serve their buyers better.

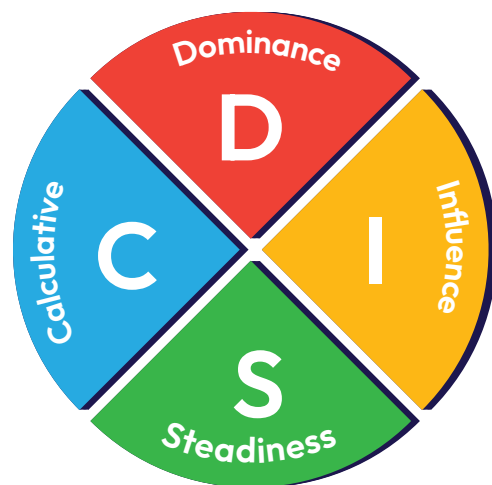
CHAPTER 3:

What is DISC Selling?

DISC Selling is a sales methodology where salespeople identify their buyer's DISC personality type, and accordingly modify their approach to suit their buyers' preferences.

However, DISC selling has seen rapid adoption in recent times. In fact, as Gartner (2021) puts it, to grow revenue, sales teams need accurate insights about buyers and their behaviors.

With emerging Personality AI tools like Humantic AI, you can now accurately predict any buyer's DISC personality even before you meet them.



DISC Personality Framework

The DISC framework measures 4 major aspects of personality: Dominance (D), Influence (I), Steadiness (S), and Calculativeness (C). Let's see what each of these terms mean in the context of sales.

Knowing someone's personality doesn't just tell you how you should communicate with them. It also tells you what motivates them, how fast they can make decisions, and what is their risk appetite.

Naturally, DISC selling comes in handy throughout the sales process: from "hello" to "pleasure doing business with you." but in this guide, we'll focus more on the "hello" parts, of course.

If you're curious how to sell to different DISC Personality Types, just check out our [DISC Selling e-book](#).

CHAPTER 4:

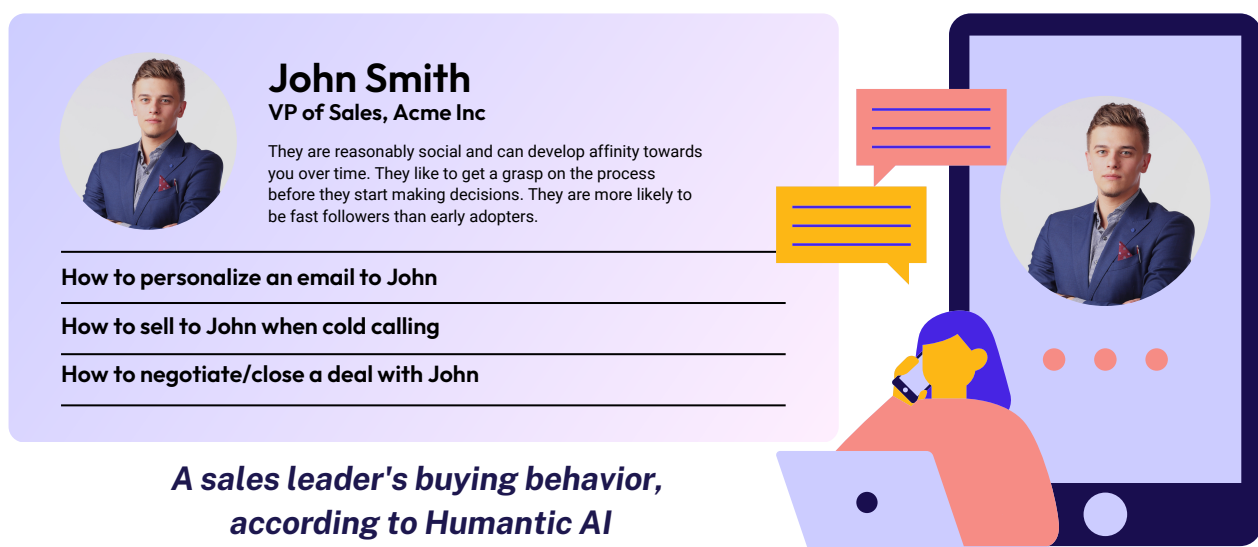
Dialing Is Only Step Two. Knowing Who You're Dialing Comes First.

Seasoned DISC selling experts can typically tell a buyer's likes, dislikes, and preferences within a minute or two of interaction. They predict their buyer's personality and preferences based on factors like how they respond to questions, their gestures, body language, the speed at which they speak, and so on. That works pretty well for in-person interactions.

In a cold call, however, when you're interrupting their flow and you don't have the liberty of time to gauge the kind of person they are, that doesn't quite work. You need to pre-know your buyer.

First things first, ensure you have your prospects' basic details on your lead list. Usually, a LinkedIn profile is a great place to start.

You can see their background, their education, how long they've been in the company, and what topics they're passionate about. If you want to really nail your research, it would be wise to pull up insights from a buyer intelligence platform like Humantic AI. With that, you can tell whether they're friendly or formal; if they're focused on ROI or relationships. Cold calling pros succeed by segmenting their lead list using these signals.



John Smith
VP of Sales, Acme Inc

They are reasonably social and can develop affinity towards you over time. They like to get a grasp on the process before they start making decisions. They are more likely to be fast followers than early adopters.

- How to personalize an email to John
- How to sell to John when cold calling
- How to negotiate/close a deal with John

A sales leader's buying behavior, according to Humantic AI

DISC is a popular personality model used to understand people and their behavioral styles in consulting firms, VC firms, and sales training firms like Sandler, which also imparts training on the subject. Here are the 4 types of buyers you're likely to encounter according to the DISC model:

- Goal-oriented buyers (Dominant personality)
- Relationship-oriented buyers (Influential personality)
- Risk-averse buyers (Steady personality)
- ROI-oriented buyers (Calculative personality)



Dominant Buyer



Influential Buyer

CHAPTER 5:

The Art Of Being Intentional

What's the difference between a good cold caller and a phone wizard? It's the art of being intentional. The science of identifying what your buyer values, and delivering exactly that in the limited time window a cold call offers.

If you don't master the art of being intentional, you will run into the same trap all "merely good" cold callers fall into. Your script works on some prospects, while it invariably bombs with some others. Ever wondered why?

Let's dive in to find out why.

Let's assume you're representing Acme Inc. and you're tasked with selling an engineering security product to Chief Technology Officers at companies with more than 5000 employees.

These are 4 random people from your lead list, all of whom fit your ICP criteria.



Melissa Morris

- Goal-driven
- Forbes 30u30
- Tech Visionary



Albert Voss

- Relationship-driven
- Runs a podcast
- Puts people first



Alfredo Torres

- Risk averse
- Team player
- Same org for 10yrs



Megan Gibson

- Analytical,
- Authored several research papers

Would you use the same cold call script with all 4 of them? Maybe, maybe not. Let's phrase it a little differently. Would a true phone wizard use the same script in all 4 cases, or personalize it to each buyer's style?

There you go.

Based on your buyer's style, you can decide:

- ▶ *how to engage with your buyer (general tone, style, and duration of call)*
- ▶ *what's an acceptable call to action (email or direct meeting on the calendar)*
- ▶ *whether calling them is even a good idea or you should stick to emails and other formal communication channels.*

But how can you assess someone's buying style and effectively leverage it in the context of a cold call? In order to achieve this, there are two key ingredients:

- ▶ *Knowing the buying style of each buyer on the call list. Humantic AI can accurately predict anyone's DISC personality type (which reveals a lot about their buying style) before you even get on a call with them.*
- ▶ *Segmenting lists based on personality type. This can be as simple as pre-populating the call list with personality type and setting up a filter. If not for this simple step, seller productivity might be affected detrimentally.*

CHAPTER 6:

Modifying Your Approach To Suit Your Buyer's Preferences

Before we get into modifying a cold call script to suit each buyer's personality and preferences, let's set the right benchmark.

PERSONALITY TYPE	PERSONALITY TRAITS	MANIFESTATIONS	HOW TO MAKE A COLD CALL
D TYPE	<ul style="list-style-type: none">• Practical• Output-Driven	Making it to the Forbes 30 under 30 list is a testament to the fact that Melissa has always been ambitious and goal-oriented	<ul style="list-style-type: none">• Help them weigh the risks by sharing objective proof points.• Be prepared for critical comments or questions about your product or claims.
I TYPE	<ul style="list-style-type: none">• Energetic• Believer	Albert's appreciation for people and relationships is clearly visible in his interactions with his podcast guests	<ul style="list-style-type: none">• Use adjectives like 'amazing', 'coolest', 'unbelievable' etc.• Be friendly and entertaining in your conversation.
S TYPE	<ul style="list-style-type: none">• Calm• Procedural	Being a team player, Alfredo stuck with the same org for 10 years, starting at an entry level engg job and moving up to the CTO position	<ul style="list-style-type: none">• Stress on the business value that your product offers.• Ask them what you can do for them and use the opportunity to win their confidence.
C TYPE	<ul style="list-style-type: none">• Value Seeker• Analytical	Megan's thoughtful, analytical approach shows in her ability to author a groundbreaking research paper	<ul style="list-style-type: none">• Use phrases like 'results based on data', 'measurable proof', 'X% growth' etc.• Avoid phrases like 'trust me', 'you will just love it' etc.

CHAPTER 7:

4 Free Cheat Sheets to Catapult Your Cold Calling Success

If your conversion rate is less than 10% even among prospects who pick up your call, chances are there's something wrong with your calling script or delivery. ConnectAndSell's Breakthrough Framework is an incredibly powerful tool to shift your baseline upward. It follows a simple structure that can be tailored to any product, any segment, and any industry.

Now that you've seen the high level insights, you're probably itching for a detailed breakdown of how to modify your call scripts to suit your buyers. Ask and you shall receive. This section contains exactly that.

Print these out or download them to your desktop, you will revisit them often in your journey to transform into a phone wizard.

Jump to Cheat Sheet

- ▶ Cold Calling **Goal-Oriented Buyers** or **D-types**
- ▶ Cold Calling **Relationship-Oriented Buyers** or **I-types**
- ▶ Cold Calling **Risk-Averse Buyers** or **S-types**
- ▶ Cold Calling **Calculative Buyers** or **C-types**



Note: These cheat sheets are not exhaustive.

They can help you sell to the 4 most prominent DISC types. However, when it comes to complex personalities that rank high on multiple attributes, they might not be as helpful. Examples of complex personalities: DI, SC, ISC, etc.

In such cases, we recommend following Humantic AI's insights for each individual buyer.

CHEAT SHEET #1

Cold Calling Goal-Oriented Buyers or D-types

D-type or Dominant buyers like Melissa are often direct and decisive in their buying style. They prefer quick and efficient transactions, and prioritize results over building relationships.

	WHAT TO SAY?	HOW & WHY TO SAY IT?
Greeting	"Prospect name], this is [Your Name] from [Your Company Name]?"	<p>Speak confidently, with mix of informality and formality (show confidence as well as respect)</p> <p>Pace - Slightly fast. Sound like a 'gets shit done' person (all through)</p> <p>Tone - Do NOT sound too eager. Keep the tone calm but confident.</p>
Opener	"I know I'm an interruption", "Can I have 27 seconds to tell you why I called?"	<p>Pattern Interrupt: Take personal responsibility for being an interruption, don't apologize.</p> <p>Own it - It's a shared truth that is hard to disagree with.</p>
Breakthrough	"we have discovered" "a breakthrough" Follow it up with what's in it for the buyer, be strong in your claim and focus on the outcomes.	<p>Your breakthrough is a fact. Skip phrases like "I believe."</p> <p>Killing, warrior sort of adjectives appeal to them. Plus helps you avoid jargon, which they hate more than others.</p>
Reason	"Can we put 15 minutes on your calendar to show you how this breakthrough changes outcomes for you?"	<p>Get to the point. But focus on results and outcomes, that's what matters to them.</p> <p>Tone: Say this part with the confidence of a friend who doesn't even expect a no.</p>
Schedule	"Your calendar in front of you?"	<p>Your purpose is clear, you simply ask whether the means — the prospect's calendar — are available to take the next obvious step.</p>

CHEAT SHEET #2

Cold Calling Relationship-Oriented Buyers or I-types

I-type or Influential buyers like Albert tend to be enthusiastic in their buying style. They are often influenced by emotions, and prioritize relationships over making quick decisions.

	WHAT TO SAY?	HOW & WHY TO SAY IT?
Greeting	"Hey [Prospect name], [Your Name] here from [Your Company Name] calling you this morning/evening!"	Speak informally, in a friendly, casual manner, with a big smile on. Pace - Somewhere in the middle, not too fast or too slow. Tone - Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.
Opener	"Now, no one loves these cold calls" "But can I take 27 seconds of your time" "to explain why I still called?"	Pattern Interrupt: Confidence, positivity, you are almost bringing cheer to their day. Switch to a playful (chuckle) and curious voice when asking for 27 seconds.
Breakthrough	"I believe" "we have discovered" "a hell of a breakthrough that you're just gonna love!" Quote your customers instead of making a claim about yourself in the "WIIFM" statement.	"Hell of a": Big promises will excite them. Informal language breeds trust. They are driven by emotion more than any other type, so stir that. "Our customers": Social proof impacts them more than your claims
Reason	"[Prospect name], leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to walk through this breakthrough with you."	Repeating their name builds their confidence. Social proof gets quantified with client names, giving them more confidence. Tone: Say this part with the confidence of a friend who doesn't even expect a no.
Schedule	"Your calendar in front of you? Let's put something on it."	Your purpose is clear, you simply ask whether the means - the prospect's calendar - are available to take the next obvious step. Expect resistance here. They like to go slow and take time. They might say "Send me some information, let me think about it."

CHEAT SHEET #3

Cold Calling Risk-Averse Buyers or S-types

S-type or Steady buyers like Alfredo typically have a more cautious buying style. They prioritize stability, team, and security, rather than the product or service itself.

	WHAT TO SAY?	HOW & WHY TO SAY IT?
Greeting	"Good morning/evening [Prospect name], this is [Your Name] from [Your Company Name]."	Start formally, don't be over-friendly. Pace- slightly slow and calm
Opener	"You are of course busy" "May I request 30 seconds of your time?" "to explain why I called?"	Pattern Interrupt: Formally, respectfully request their time, they find it quite hard to say no (compared to Dominant or Calculative types for eg) Upfront Contract: Switch to a mild playful (chuckle) and curious voice when asking for 30 seconds.
Breakthrough	"I believe" "we have almost discovered" "a breakthrough." Quote your customers instead of making a claim about yourself in the "WIIFM" statement.	"Almost": Big promises don't excite them that much, almost make them wary. Hence use it. Shorter sentences make it easier to understand. "Our customers": Social proof impacts them more than your claims.
Reason	"[Prospect name], companies like [abc], [xyz] have found it to be valuable, could we put 15 minutes on your calendar to share this breakthrough with you."	Repeating their name builds their confidence. Social proof gets quantified with client names, giving them more confidence. "Could we put" is more of an ask, but it is polite. Tone: Say this part with confidence, almost a polite command. They can be unsure, so don't ask, tell.
Schedule	"Do you happen to have your calendar available?"	Your purpose is clear, you simply ask whether the means - the prospect's calendar - are available to take the next obvious step. Response: Expect resistance here. They like to go slow and take time. They might say "Send me some information, let me think about it."

CHEAT SHEET #4

Cold Calling Calculative Buyers or C-types

C-type or Calculative Buyers like Megan have an analytical and detail-oriented buying style. They are often focused on the technical specifications and features of a product or service and are less concerned with building relationships in the buying process.

	WHAT TO SAY?	HOW & WHY TO SAY IT?
Greeting	"Hi [Prospect name], this is [Your Name] from [Your Company Name]."	<p>Speak unsurely at the start, with formality. Let them flex a bit. Slowly take more control, but don't try to own it. Do it their way, they can be touchy.</p> <p>Pace- slightly fast. Sound like a 'knows their game' person (all through)</p> <p>Tone - Slightly unsure, yielding.</p>
Opener	"You probably don't want to be on this cold call." "can I have 27 seconds?" "to tell you why I called?"	<p>Pattern Interrupt: Use negations, it is extra effective with them. Gives them a chance to say no, they like doing that.</p> <p>Switch to a nervous (chuckle) and unsure voice when asking for 27 seconds, instead of playful and curious.</p>
Breakthrough	"What if I told you" "we have discovered" "a breakthrough" The "WIIFM" statement in the most non-flowery language, without any exaggeration.	<p>"I believe" : Skip it. They don't care about your beliefs.</p> <p>"What if" : They still get to decide, you are not teaching them anything.</p> <p>Focus on giving them information - about what you do, and what it leads to. Tease the results, but don't pitch them too heavily.</p>
Reason	"Would you be opposed to putting 15 minutes on your calendar to give you more information so that you can decide?"	Negation will work better than a direct question. Make them still feel in control.
Schedule	"Do you have your calendar in front of you?"	Your purpose is clear, you simply ask whether the means - the prospect's calendar - are available to take the next obvious step.

About Humantic AI

Humantic AI is the world's first Buyer Intelligence platform.

Top revenue teams use Humantic AI to tap into their buyers' personality, win their trust, and sell the way they want to be sold to.



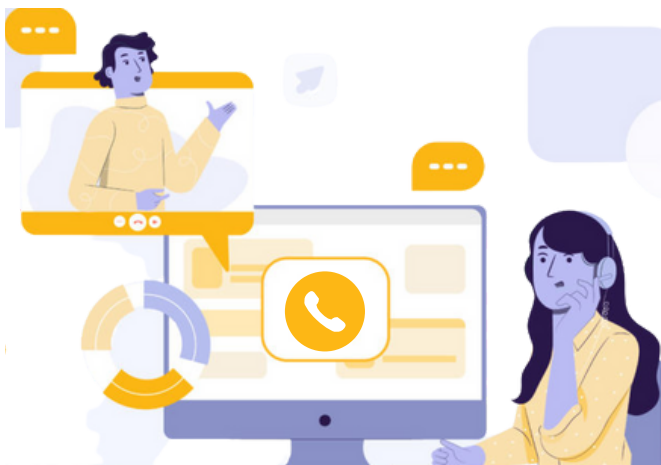
**Know your buyers, and
personalize your cold
calls starting today!**

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