

Cold Call Execution Matrix

Live call execution is consistently identified as the #1 challenge standing in the way of sales team success. According to Gartner, sales representatives who receive just 3 hours of coaching per month boost revenue by 25% and increase their sales closing rate by 70%. However, that doesn't tell you how to do it. Use our matrix in each call review session to power sales success for your team.

		1	2	3	4	5
Intro Hook	Uses Prospects Name	1	2	3	4	5
	Builds credibility by proving they've earned the right to call with a statement referencing their research on the prospect	1	2	3	4	5
	Uses Open Ended Question to get prospect talking	1	2	3	4	5
Middle Search for Pain	Asks Expander questions to discover pain points (ex: "Why is that?" "How Does that work?" "Tell me more about that")	1	2	3	4	5
	Refers to other clients we've helped who experienced that specific pain	1	2	3	4	5
	Breaks down defensive walls (ex: "I'm wondering if it may make sense for you or not?")	1	2	3	4	5
Transition to Close Anchor	Asks for permission to discover more about this challenge	1	2	3	4	5
	Builds trust, credibility, and rapport. Sounds like someone you'd want to talk to.	1	2	3	4	5
	Stops and asks additional questions when the prospect expresses an emotion, mentions a number or goal.	1	2	3	4	5
	Sounds curious and conversational.	1	2	3	4	5
Close Next Step	Uses a strong "So that" statement to tie the connection between the prospect's pain and our solution.	1	2	3	4	5
	Asks for the meeting.	1	2	3	4	5
Tally the scores:						
Total Score out of 60:						