

Cold Call Transcript

Prospect: Hello?

Max: Hey, Leslie. I'm going to be pretty straightforward with you. This is a cold call. If you could just give me 30 seconds and if you think what I'm saying is BS you can hang up. How does that sound?

Prospect: Ha —OK

Max: Great. I talk to a lot of sales leaders and I solve problems like shortening their sales cycle or closing more deals from the bottom of the funnel. Now I imagine that you might say that none of that is relevant to you. But would I be wrong?

Prospect: Those things would be relevant to my sales rep, yeah.

Max: Gotcha. Well, how are you reps creating sales proposals now or sending out documents to their prospects?

Prospect: We have a team of marketers that help them create and send those out currently.

Max: So what are they using to do that today?

Prospect: We have a media plan to do this.

Max: And are you using a CRM?

Prospect: Yes, Salesforce.

Max: And how do they take the information from Salesforce and put it onto the document?

Prospect: Our team enters the information manually onto the documents.

Max: So, what tools are you using to enter that information manually?

Prospect: They use word and excel.

Max: And how are your clients signing that document?

Prospect: They sign it using a DocuSign. And then emailing that DocuSign.

Max: So they are using four tools? Salesforce, Excel, Docusign, and Email?

Prospect: That's correct.

Max: Well, that's great. That's what a lot of folks are using to send and sign documents. Let me tell you a quick story about a client we signed that had a very similar process to you.

Max: They were using DocuSign and Excel and sending documents out to clients to sign. It was all over the place because their reps were taking too long to create the documents over and over again to send and resend. And then they were waiting too long to hear back from the client to get a signature. So what we did for them was we were able to cut down on their document creation time by 2 days. We also increased their close rates by 20%. For them, 20% was a big deal. Do you think for your company 10-20% increased close rates would be a big deal?

Prospect: Yeah, absolutely.

Max: So it seems, to be honest, that you are a perfect fit for us because we are fully integrated with Salesforce so you can take the pricing and company information from there and create documents, cutting proposal creation time by 40-60%. I don't want to waste any more of your time, and only want to continue if you think I can help you. Would you be opposed to having a 15-minute conversation with us to go over how we can help?

Prospect: You actually caught me right now at a bad time. I'm extremely distracted. I have a lot of things I need to get done right now.

Max: No worries. OK, yeah I understand. I definitely don't want to waste your time.

Prospect: If you'd like to get on my calendar, I'd be happy to talk more on Tuesday or Wednesday this week.

Max: Let's do Tuesday or Wednesday. What would be the best time?

Prospect: Wednesday between 11 am-2 pm I'm available.

Max: Gotcha. I'm going to send you a calendar invite for 1 pm Eastern. Does that work.

Prospect: Mhmm.

Max: You should have just received that invite in your email.

Prospect: Got it. Thanks.