



## STEP 2: Gather the intelligence

- 2.1 Managing expectations
- 2.2 Prospect research
- 2.3 Success stories
- 2.4 Research about local companies

## STEP 3: Make the call

- 3.1 The right mindset
- 3.2 Creating the right opening statement
- 3.3 Using an opening statement
- 3.4 What to do after an opening statement
- 3.5 Tools for conducting phone calls
- 3.6 Who to ask for when making a phone call
- 3.7 Dealing with voicemail
- 3.8 Three steps to voicemail success
- 3.9 How to handle objections
- 3.10 Setting an appointment

## STEP 4: Make the outcall

- 4.1 Plan what to say in advance
- 4.2 Listening skills during the outcall
- 4.3 Strengthening the relationship during the outcall
- 4.4 Non-verbal communication
- 4.5 At the end of the outcall

## STEP 5: Follow up

- 5.1 Documenting the outcall
- 5.2 Five key points to consider when following up after your outcall
- 5.3 Thank you letters and follow-up messages
- 5.4 Acting on the outcall