

# From Dialing to Booked Calendar: 8 Must-Know Cold Calling Best Practices



# Meet the sales pros



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# Is cold calling dead?

Short answer: **No**

Long answer: **Cold calling is the  
\*undisputed\* method of booking meetings**

# Why cold call at all?

Because it's the best way to get the prospect's attention and understand their problem in real time.

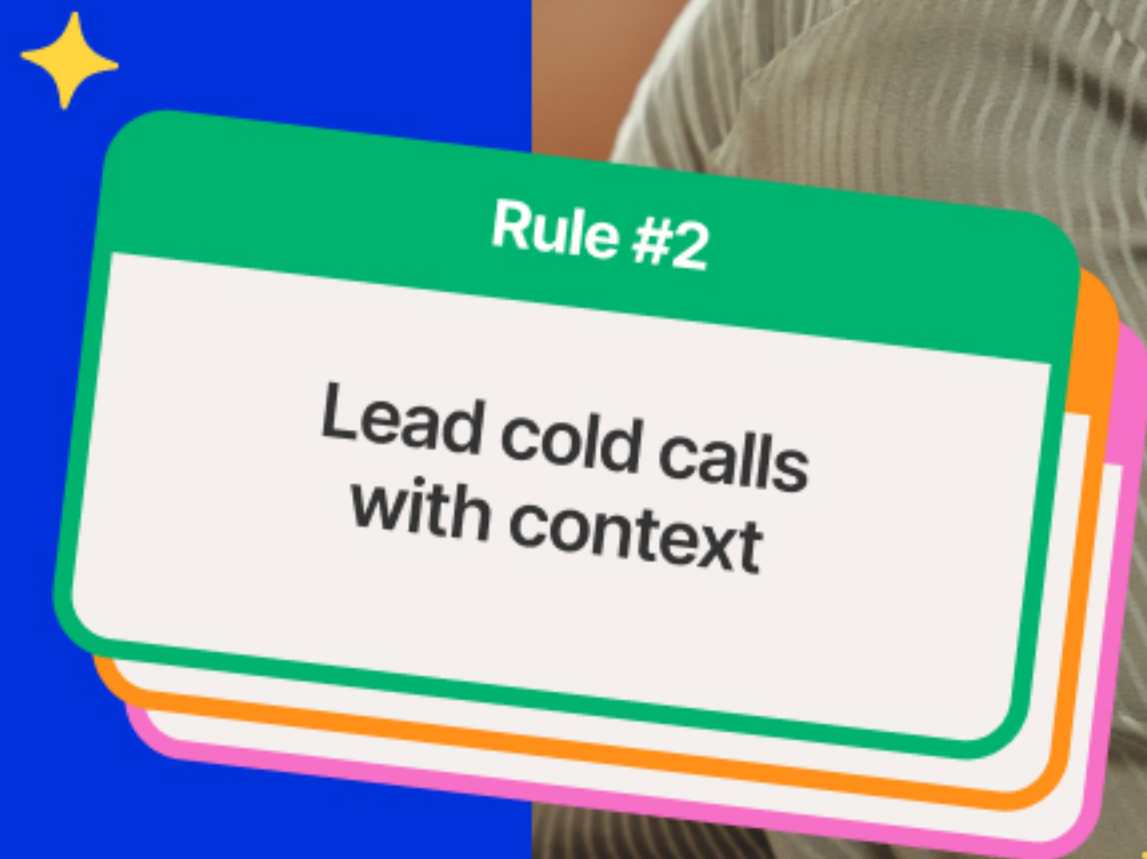
- 69% of buyers acknowledged accepting cold calls
- 82% admitted to agreeing to meetings initiated by cold calls



# How do I get someone's attention on a call?

Leading with context changes the demeanor of the call. Here's why:

- **Creates a sit-up moment:** Gives context that you have worked with their peers.
- **Can't be canned:** Because context is unique to the prospect.
- **Snaps the telemarketer stigma:** Demonstrates you researched well, setting you apart from spam callers.



# JustCall recommends these two approaches:

## 1. "Heard the name tossed around?" opener

#1



Lead with context

#2



Then intro yourself

#3



Heard the name?

Lead with context

Hey, Carol

I've been working with Suzy and Phil over at Canva Australia...

Then intro yourself

It's Deren Davis from JustCall.

Heard the name?

Have you heard the name tossed around?

## 2. "Tailored permission" opener

#1



**Lead with  
context**

#2



**Own the  
cold call**

#3



**Get  
permission**

Lead with context

**Hey, this is Sarah Brazier.**

**I noticed you were hiring an  
Enterprise SDR.**

Own the cold call

**I know no one likes a cold call,  
especially on a Monday morning,  
but I think you're going to want to  
hear this.**

Get permission

**Do you mind if I share why I'm  
calling, and then you can tell me if  
it's a conversation worth having?**

A photograph of two women in business attire sitting at a table with a laptop. The woman on the left is gesturing with her hands while speaking. The woman on the right is listening attentively. The entire image is overlaid with a semi-transparent blue filter. Centered over the image is the text 'How do I get someone to listen to my pitch?' in a bold, white, sans-serif font.

**How do I get  
someone to listen  
to my pitch?**

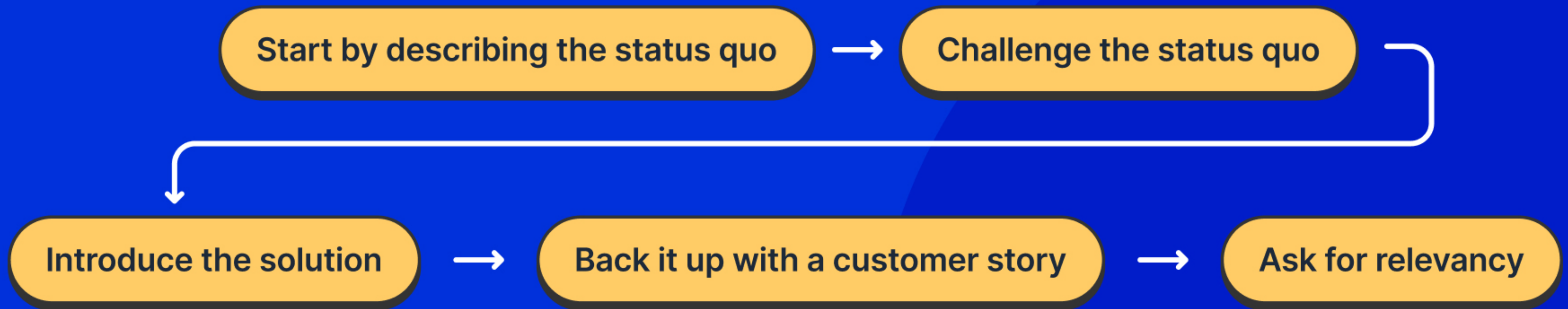


Pitches are too long, jargon-filled, feature-focused, and kind of boring... which leads your prospect to immediately glaze over, tune you out, and hang up.

Here's what **\*NOT\*** to do:

- **Long-winded pitches:** Honestly, nobody ever has time for that.
- **Buzzwords:** Don't use vague terms that mean nothing and scream telemarketer.
- **Jargon:** Focus on solving the prospect's problem, even if they already have a solution.
- **Feature dumping:** If the prospect already has a solution, they'll not hear you this time.
- **Random accolades:** Nobody is interested in how long you've been in business and/or if you are a leading provider. Focus on how your offering solves the problem better.

# How to pitch like a human?



# Why does this work?

1. It allows you to pivot if the prospect is not struggling with this problem or you need to tweak your pitch to differentiate from their preferred competitor.
2. It gives you TONS of information about the prospect's current state, pain level, and overall qualifications to be a customer. At the end of the call, you will feel confident that their "no" is very real or that their "yes" makes them extra qualified.
3. Third, it's HUMAN. You spent way less time talking about yourself and way more time asking them about THEM.



# What NOT to do if I get rejected?

- **Pressurize/push back:** Being too pushy after the prospect has clearly stated an objection doesn't just cost you the current sale—it can also jeopardize future opportunities.
- **Start pitching:** Even with the perfect pitch, sometimes you can't change the mind of someone who's already decided not to buy. It's better to thank them and move on.
- **Push for a meeting:** Instead of pushing for a meeting, invite them to reconnect if a need arises. You could also ask for referrals—or better yet, request their email or number to stay in touch and nurture future interest.

Sometimes it just doesn't work. Focus on the next call.

# How to handle the objection?

Agree with the objection → Incentivize conversation → Sell the test drive.

Agree with the objection

I hear ya.

Nowadays, it's hard enough to keep your budget, let alone add something new.

Incentivize conversations

Just so no one calls you again, are you out of budget for this fiscal year, or do you get put through the wringer every time you try to buy something?

Sell the test drive

I get it. You're probably not gonna buy this thing now.

But if your budget ever frees up, would you be open to taking a look so you at least know what's out there?

# Hear the first objection. Then tackle it.

**Why you should do this:** The first objection is almost always a knee-jerk reaction, not their real objection.

**The solution?** Disarm their reaction by agreeing with the objection.

**What does this get you?** Now, they'll be far more likely to give you the real reason behind their objection, at which point we can start to overcome it logically.



# Are voicemails worth it?

The case against them is pretty straightforward: Prospects never call back, and voicemails take too much time and hurt your future connect rate.

**But.....They're still worth it. And we can convince you why.**



# Why do voicemails matter?

- Every voicemail you leave draws attention back to your calls/emails.
- You get to an answer faster.
- You can still maintain your connect rate by rotating your numbers.





# How to dial smarter, not harder?

Document everything from complicated phone trees to dead-end corporate lines to adamant gatekeepers so you only dial legit numbers.

( ) Unconfirmed	It rings 4+ times but it's a generic voicemail, so you're not sure if it's them yet.
● Confirmed	You're 100% sure it's the right person. Rings multiple times and their VM greeting confirms it's them. These are the numbers to call!
● Not Sure	Smells fishy. Ex: Busy lines or one-ring-straight-to-voicemail. If it happens again on the next dial, move it to
● Bad	Repeated busy lines, fax lines, wrong numbers. Once you've marked a number as red, never waste a dial on it again.

PS: If you're using [JustCall](#), you can simply tag numbers as bad. This allows you to bulk skip all those tasks before you start dialing, constantly pruning your list.

# How to avoid getting spam-tagged?

- **Register your phone number:** Wireless carriers reference call registries to determine your phone number's reputation.
- **Rotate your numbers:** Wireless carriers monitor unusual spikes in call volumes, so many sales engagement platforms and VOIP providers let you buy and rotate additional lines to call from so that you don't tarnish your number.
- **Test your number regularly:** Many purchased numbers are recycled, so call your personal line from any new number first to confirm that it's not already marked as spam.
- **Call during business hours:** The FTC considers business hours between 8 am and 9 pm as business hours.
- **Don't repeatedly call bad numbers:** Carriers will flag you if you repeatedly call them.

# How do I book more meetings from a cold call?

**Simple solution:** By prioritizing your dials.

1. Think about the problems your product solves and how those challenges might uniquely impact the different buyer personas you target.
2. Then, walk through what events need to happen at a company for those challenges to become a priority.
3. Once you understand the triggers that can cause someone to want your solution, consider how those challenges impact different titles and positions.

Rule #5

Build hyper-specific lists.

# And that's a wrap, folks.

Happy dialing using the #8 best cold calling rules!