



# COLD CALL SALES COACHING CHECKLIST

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## ✓ FOR SALES MANAGERS

- Conduct research training
- Develop versatile strategies
- Coach voice work, including pacing, tone, and volume
- Discuss multiple end goals
- Develop a process to run through before, during, and after the call
- Encourage role play

## ✓ COACH YOUR SALES REPS TO

- Research product and customer fit
- Make a call script
- Captivate leads with their opening sentence
- Time their sales call
- Set a clear goal
- Evidence social proof to build trust
- Maintain an energetic tone of voice
- Let the lead talk about themselves
- Drop in trigger events
- Narrow down their list of prospects
- Know that rejection is ok
- Adapt their approach if needed
- Practice, practice, practice
- Follow up consistently & thoughtfully