

CHORDS

1. Confident ask: "Hi [first name], [first & last name of DM] please
2. Honesty: is there ever a time [first name] takes [your value prop] calls
3. Off hours: call just before or just after biz hours - DMs often come in early, stay late
4. Request VM: "Would it be out of the question to leave [first name] a voicemail?"
5. Don't pitch the gatekeeper: find others in the organization
6. Social: LinkedIn, Twitter, LinkedIn VM, video

NOTES

- avoid
- ask for help
- humor works
- use their name
- confidence is key
- pique pain and interest
- don't tickoff the gatekeeper
- build ally - what would you do

SAMPLE SCRIPTS

"Hi [first name]. This is [your name] from [company name]. I'd like to speak to [prospect name] regarding [value prop], but I wanted to get your opinion first because I'm not even sure if it's a good fit. Could you spare a minute? I know your time is valuable..."

"Hi [first name]. It's [your name] from [company name]. How was your son's recital last week? I remember you mentioning it last time I was in the office to see [prospect name]. Good to hear! So exciting! Could you put me through to [prospect name] please?"

"Hi [first name]. I'm looking for [prospect name], I understand they handle [function]. Could you please direct me?"

Grab a copy of [Feel Good About Selling](#)