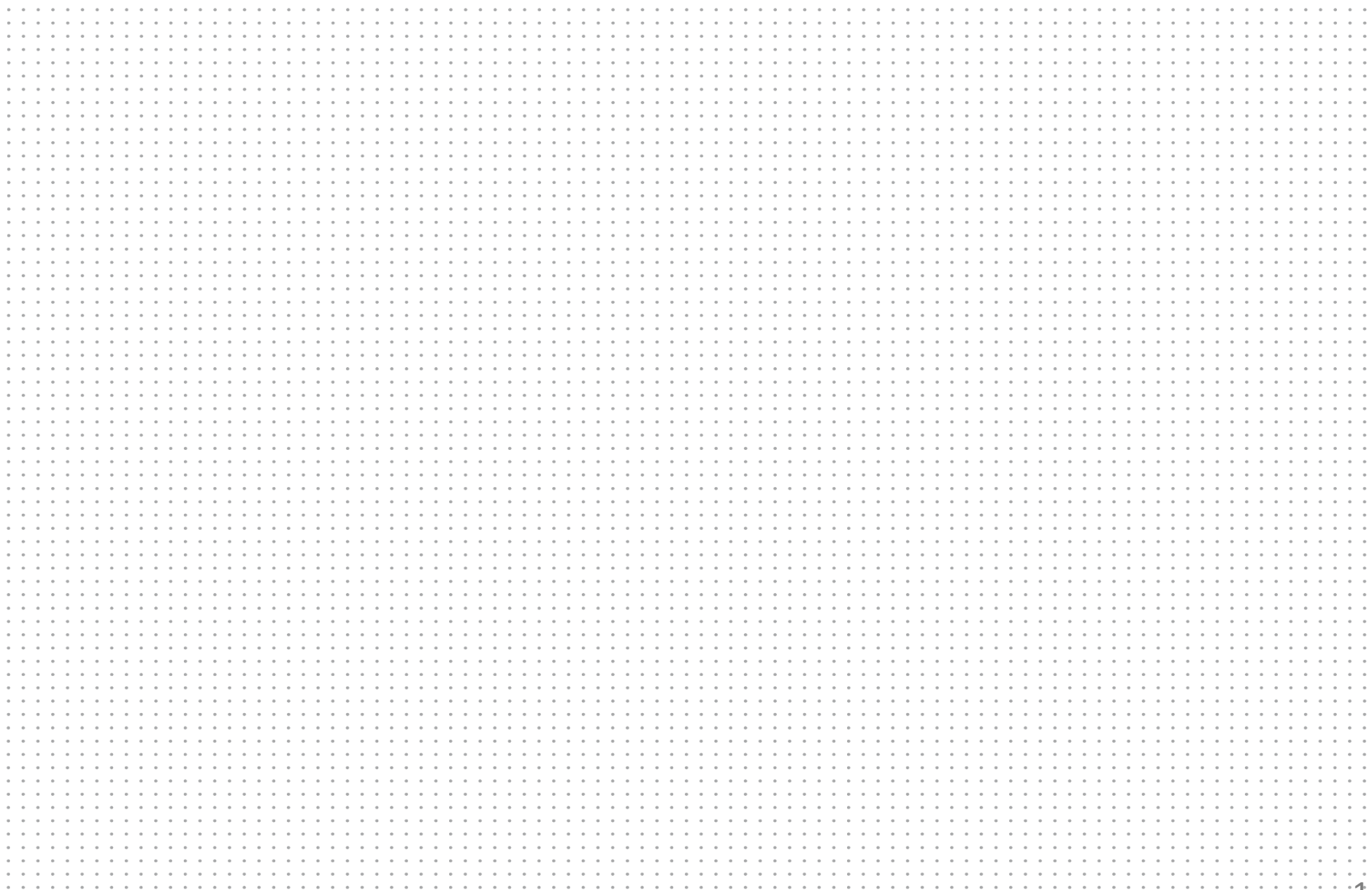


DIALLING FOR DOLLARS



5 KEY PRINCIPLES

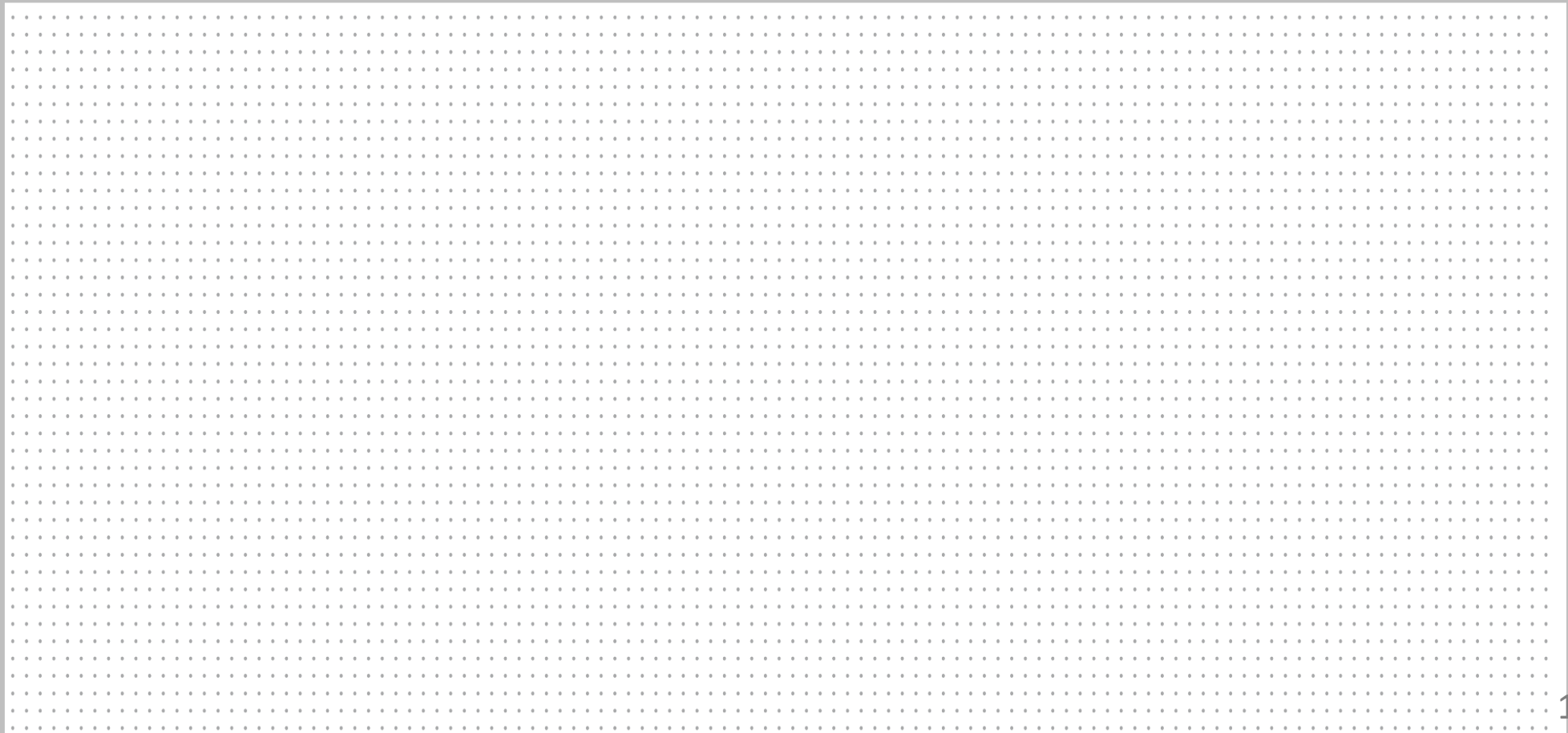


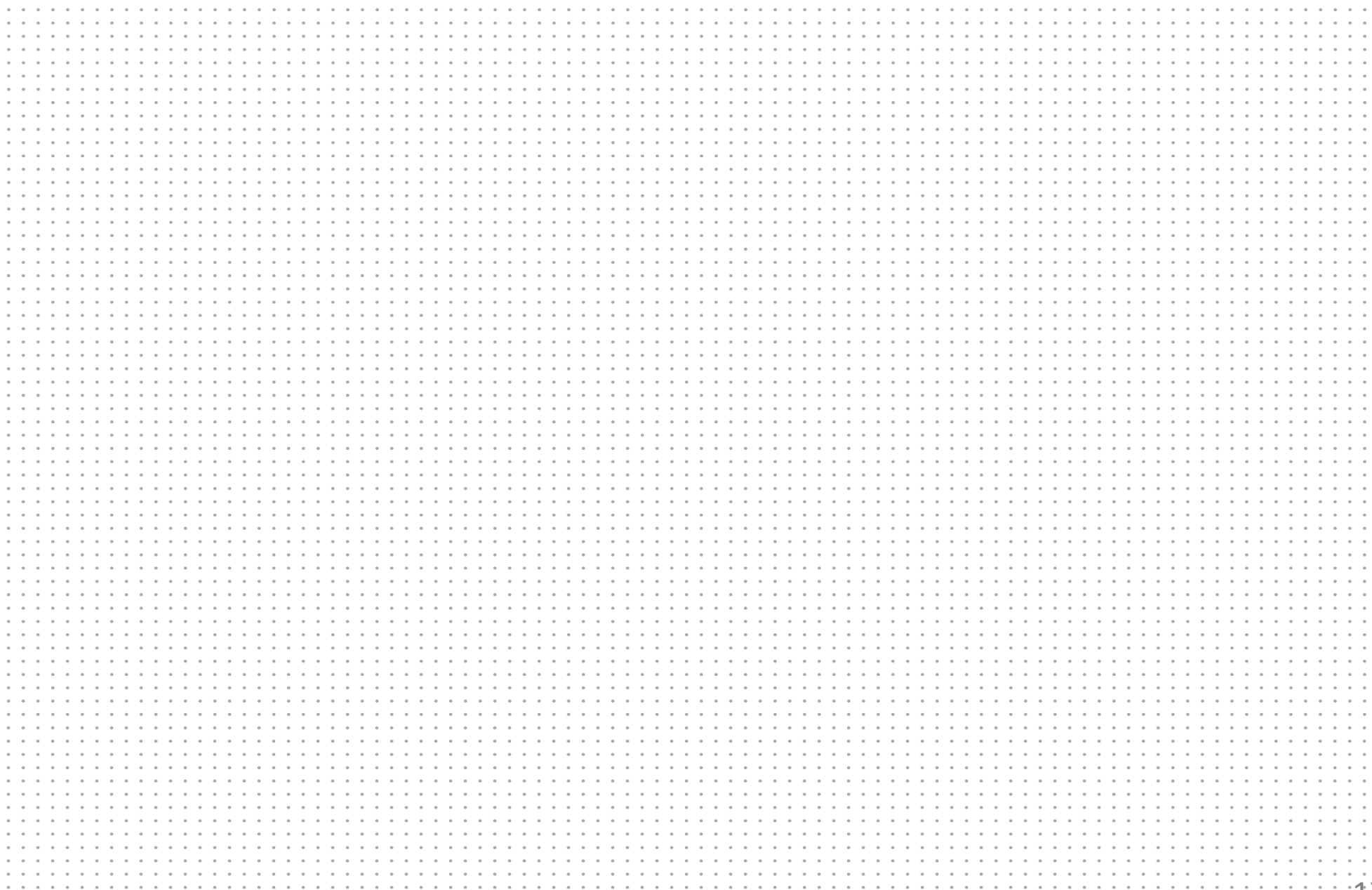
1. Play The Numbers Game...



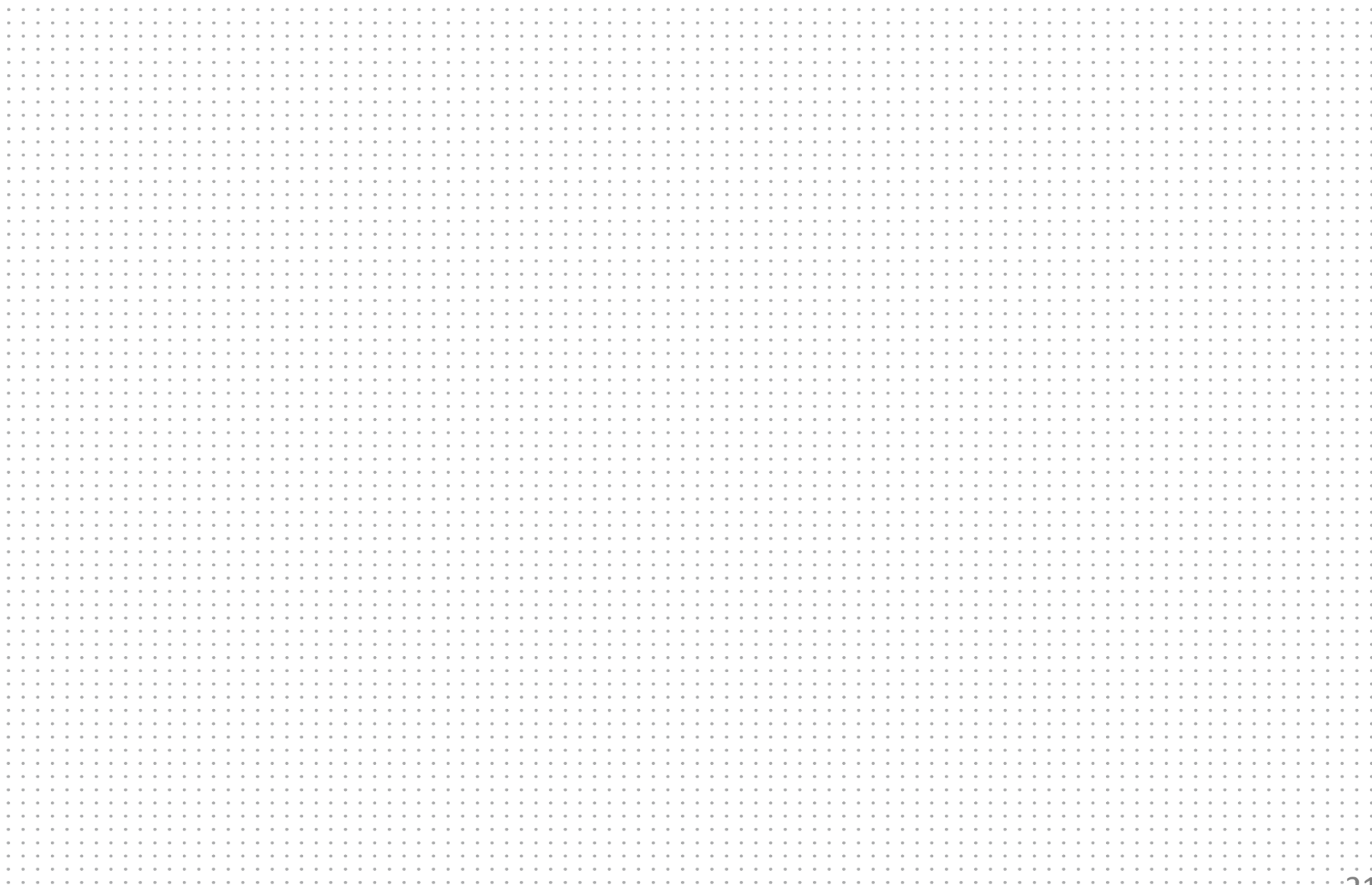
2. Cultivate The Soil...

A large rectangular area with a light gray background and a grid of small white dots, resembling graph paper. This area is intended for notes or additional content.









The Cold Call Script

Hey, is that the famous [name]? *(be confident and funny as it creates a point of difference and gets a laugh. Humor unlocks people's defenses.)*

[Name], its [your name from Business name].

(Create a connection point to build rapport. There are several examples of how you can do this listed here...)

Hey, I was driving past your [project site]. How's the project going....?

I saw one of your vans driving around this morning and thought of you....

I saw your post on [social media platform] about

I was talking to and I didn't realise you were friends....

Hey, I was thinking of you this morning...

How are you doing?

(keep the rapport building small talk should be brief. The aim is to build connection and likeability).

Anyway, I should get to the point. The reason for calling is that I've got a favour to ask.

We've got a gap in our work over the next couple of weeks. I was wondering, do you have any [job type] work that you need help with that we could do? *(keep quiet and let them respond).*

(If yes, talk through the details. It may be jobs that you can do immediately or may be plans to price.)

(If no,)

No problem. Hey if you think of anything it would be great if you could let me know.

Have a great day. *(finish strong)*

NOTES

