

# Design Document: Mastering the Art of Cold Calls, Part 2

By: Sarah Josephson

<i>Business Purpose</i>	<ul style="list-style-type: none"><li>• There's been a decrease in sales profit and a high turnover rate of new Sales Development Representative (SDR) employees.</li><li>• Through analysis, the company learned that new SDR employees lack confidence when cold calling due to lack of planning, a written script, and practice. The result is fewer appointments and a decrease in profit. Another is a decrease in new employee retention after 6 months.</li><li>• The goal is to develop training to equip their SDR's with tools needed for successful cold calls that land appointments and lead to an increased profit margin of 30% within 6 months.</li><li>• A second goal of the training is to increase the number of new SDR hires who stay past 1 year by 50%.</li></ul>
<i>Target Audience</i>	<ul style="list-style-type: none"><li>• New SDR employees as part of the onboarding process</li></ul>
<i>Training Time</i>	<ul style="list-style-type: none"><li>• 60 minutes</li></ul>
<i>Training Recommendation</i>	<ul style="list-style-type: none"><li>• The prerequisite to this course is an eLearning module on the basics of cold calls, their importance, and how to plan for cold calls.</li><li>• This training is best suited for a synchronous vILT so that learners may apply what they learn through scenario and role play activities. This provides opportunities for discussion, practice, and questions. Virtual is necessary to accommodate many geographic locations.</li><li>• Learners will have a quick reference tool on cold call scripts in the form of a PDF upon completion of the course.</li></ul>
<i>Deliverables</i>	<ul style="list-style-type: none"><li>• 1 Design Document</li><li>• 1 PowerPoint Slide Deck</li><li>• 1 Facilitator's Guide in Microsoft Word</li><li>• 1 PDF Job Aid</li></ul>
<i>Learning Objectives</i>	<p>By the end of the training, learner's will be able to:</p> <ul style="list-style-type: none"><li>• Identify effective and ineffective cold call statements and phrases.</li><li>• Write a cold call script to include a benefit statement, an empathy statement, a survival phrase, and a separation statement.</li></ul>
<i>Training Outline</i>	<p>Part 1 - Introduction:</p> <ul style="list-style-type: none"><li>• Welcome</li><li>• Agenda</li><li>• Ground Rules</li><li>• Learning Objectives</li></ul> <p>Part 2 - Review:</p> <ul style="list-style-type: none"><li>• Importance of Cold Calls: Share with Group First &amp; Discuss<ul style="list-style-type: none"><li>○ Lead Generation</li><li>○ Brand Awareness</li><li>○ Personalized Approach</li><li>○ Conversion Potential</li></ul></li><li>• Pre-Call Planning Steps: Share with Group First &amp; Discuss<ul style="list-style-type: none"><li>○ Identify Target Audience</li><li>○ Gather Relevant Information</li><li>○ Know the Goal</li><li>○ Craft Script and Practice</li></ul></li></ul>

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	<p>Part 3 – Cold Call Script</p> <ul style="list-style-type: none"><li>• Script Breakdown: Learner given time to write script as go.<ul style="list-style-type: none"><li>○ Introduce Self</li><li>○ Introduce Company</li><li>○ Reason for Call</li><li>○ Benefit Statement</li><li>○ Close the Appointment</li><li>○ Cement the Appointment</li></ul></li><li>• Breakout Rooms to Practice in Role-Play Format<ul style="list-style-type: none"><li>○ Pairs of 2 to Practice All Steps of Script</li></ul></li><li>• Share 1 Successful Statement or Phrase from Practice<ul style="list-style-type: none"><li>○ Drop in the Chat OR Raise Hand to Share Aloud</li></ul></li></ul> <p>Part 4 – Handle Objections Script</p> <ul style="list-style-type: none"><li>• Script Breakdown: Learner given time to write script as go.<ul style="list-style-type: none"><li>○ Empathy Statement</li><li>○ Survival Phrase</li><li>○ Separation Statement</li><li>○ Back to Benefit Statement, Close the Appointment, Cement the Appointment</li></ul></li><li>• Breakout Rooms to Practice in Role-Play Format<ul style="list-style-type: none"><li>○ Pairs of 2 to Practice Script with Objections</li></ul></li><li>• Share 1 Successful Statement or Phrase from Practice<ul style="list-style-type: none"><li>○ Drop in the Chat OR Raise Hand to Share Aloud</li></ul></li></ul> <p>Part 5 – Conclusion:</p> <ul style="list-style-type: none"><li>• Reflection<ul style="list-style-type: none"><li>○ Individual Reflection on Comfort Level with Script Writing</li><li>○ Share with Group</li></ul></li><li>• Assignment<ul style="list-style-type: none"><li>○ Finish Writing Script</li><li>○ Use PDF Job Aid</li><li>○ Turn into Direct Manager within 5 Business Days</li></ul></li><li>• Questions</li><li>• Thank You and Congratulations</li></ul>
<i>Assessment Plan</i>	<ul style="list-style-type: none"><li>• Participation in Chats and Word Cloud Activities</li><li>• Participation of Breakout Room Role-Play Practice Sessions</li><li>• Reflect, rework, and submit written cold call script to direct managers after the training. Due date assigned.</li></ul>
<i>Evaluation Plan</i>	<ul style="list-style-type: none"><li>• A survey should be sent before the training to evaluate where the employees feel they are as far as cold calls. A second survey will be sent 4 weeks after the completion of the training module.</li><li>• The same survey should be sent to their manager before and after training to assess their new employees' progress.</li></ul>