



## A Suggested Process For Cold Outreach

### 1. The email

Your cold outreach conversion process will start with an email to your prospect asking them to do something specific. A good idea is to ask whether they'd be agreeable to a 10-to-15 minute call. In terms of scheduling the call, having a few emails back and forth often works better than sending a scheduling link - make things as low-friction as possible for your lead.

### 2. The 15-minute call

Should they take you up the 15-minute call, here are a few tips:

- This is not a sales call but rather a qualifying call. You're finding out whether you would be a good fit for each other, based on their current situation, their goals and their expectations. After asking them relevant questions, you should be able to say whether you can help them or not, or whether you ought to refer them to someone better qualified.
- Once you understand your lead and what they're looking for, you might introduce an appropriate case study illustrating what you can do for them. Be careful, though. Using the wrong case study is worse than not using a case study at all.
- It is literally a 15-minute call. At the 15-minute mark, if the conversation is still flowing, pause it, remind them of the time, and ask whether they'd like to continue. Show respect for their valuable time.
- Look to qualify about 50 percent of your leads for the second, longer proposal call. This makes it more likely that you're finding the right people to talk to.

### 3. The one-hour call

This is where you go all out and discuss what you can do for your lead. Avoid, perhaps, calling it a "proposal". "Action plan", "strategy deep dive" or "strategy session" might be better terms.

On the call, walk the lead through the full process of your service. Let them know how it works, make sure they understand it before they decide whether or not to become a client. Frame the proposal around where they are, where they want to go and a specific strategy for their business.

Expect between 20 to 50 percent of your leads to emerge from this stage as a customer.

For more help with your business join the [SuperFastBusiness](#) membership

Hear from Will Wang about how to get your ideal leads at [SuperFastBusiness Live 2019](#)

Capture more quality leads and clients with help from [Growth Labz](#)