

Cold Calling Cheat Sheet

Chorus.ai analyzed over 1 million cold calls made using sales engagement products like Outreach. Here are some data points on successful cold calls i.e. the ones that resulted in a booked discovery meeting.



The longer the call, the better. The average duration of all connected cold calls is 80 seconds but successful cold calls average 7.5 mins. Create open-ended questions that can help you have a longer conversation with the prospect.



You have to try about 4 times to have a long conversation with the prospect. Ensure you have 4 to 5 calls in your cadences and once the cadence is over, turn the contact in to Marketing for nurturing.



Engaging moments are when a prospect speaks for more than 30 seconds. If you have the right conversation skills and some amazing open-ended questions, you can end up creating 1 or 2 engaging moments on a cold call.



Cold calls are not about endless pitching. You have to ask the right discovery and qualification questions too. What you need are 4-5 potentially engaging questions that gets the prospect to really “open up”.



If your call is going well, the prospect will also ask 2-3 questions other than “what do you guys do?” That’s a great way to tell if the conversation has potential and if you have an intriguing proposition for the prospect.



There is no ideal Talk-Listen ratio. As a guidance keep you talk time in the above range. Don’t be shy of long monologues, e.g. when telling a customer story. Successful cold calls have reps monologues as long as 35 seconds.