

Cold calling Kai Jacobson

### **Cold Prospecting Jay's List**

#### Leaving Phone Messages:

Make sure you send out Jay's letter to the prospects you intend to call on a particular day before you start calling that day.

I am of the belief the less said the better. My favorite phone message if they do not answer is:

Hi, \_\_ (First Name)\_\_. \_\_ (Your First Name)\_\_ here. Please call me at your earliest convenience. (Your Phone #) **Say # twice**. Thanks

The key to making this work is the energy and inflection in your voice. The call needs to be upbeat and sound like you know them and they are your long lost best friend. I get a high percentage of call backs with this incredibly short but effective phone message. Anything else you say will be used as a reason why not to call you back.

If you are uncomfortable with this method, try this brief message:

Hi, \_\_ (First Name)\_\_. \_\_ (Your First Name)\_\_ here. I just want to let you know, I sent you an email from a mutual friend Jay Hare. Please take a look and get back to me at your convenience. Thanks, (Your Phone #) **Say # twice**. \_\_ (Your First Name)\_\_\_\_\_.

#### A little more:

Hi, \_\_ (First Name)\_\_. \_\_ (Your First Name)\_\_ here. I just want to let you know, I sent you an email from a mutual friend Jay Hare. It's about a powerful new Stem Cell Patch. Please take a look and get back to me at your convenience. Thanks, (Your Phone #) **Say # twice**. \_\_ (Your First Name)\_\_\_\_\_.