

STRUCTURE OF A COLD CALL

THE DIAMOND



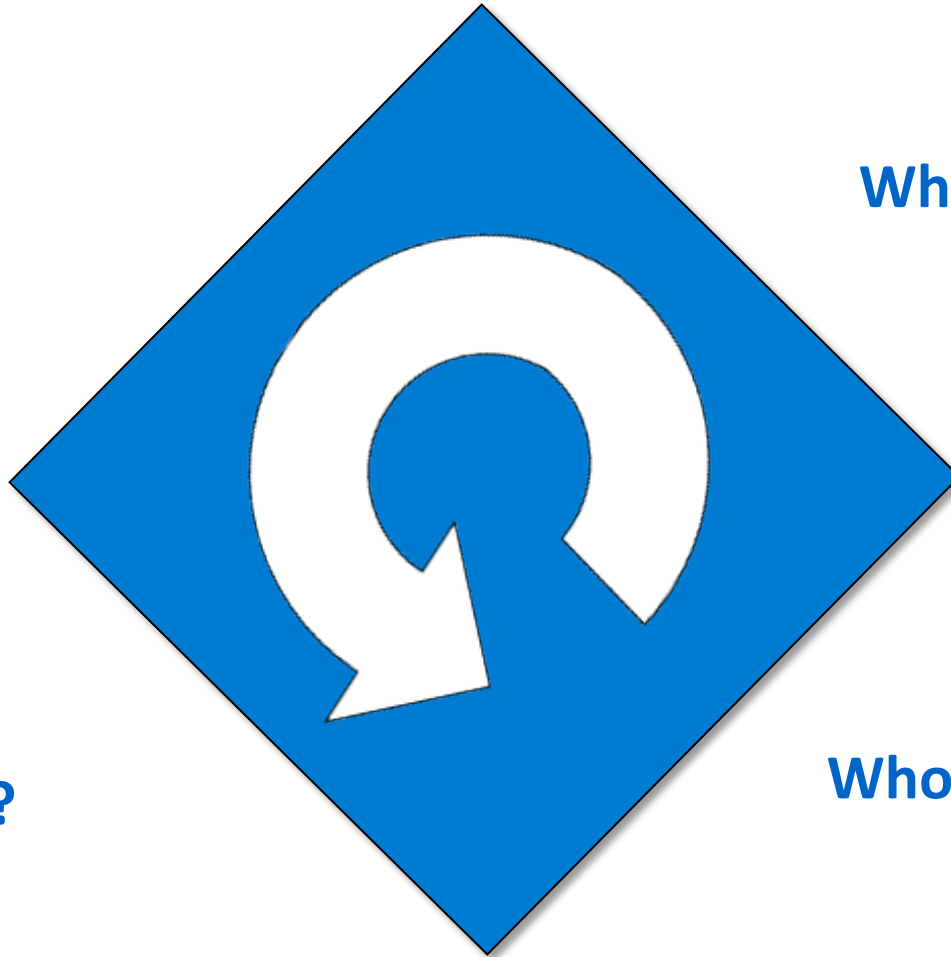
December 5, 2012

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FROM THE PROSPECT'S PERSPECTIVE

Why ?

What ?



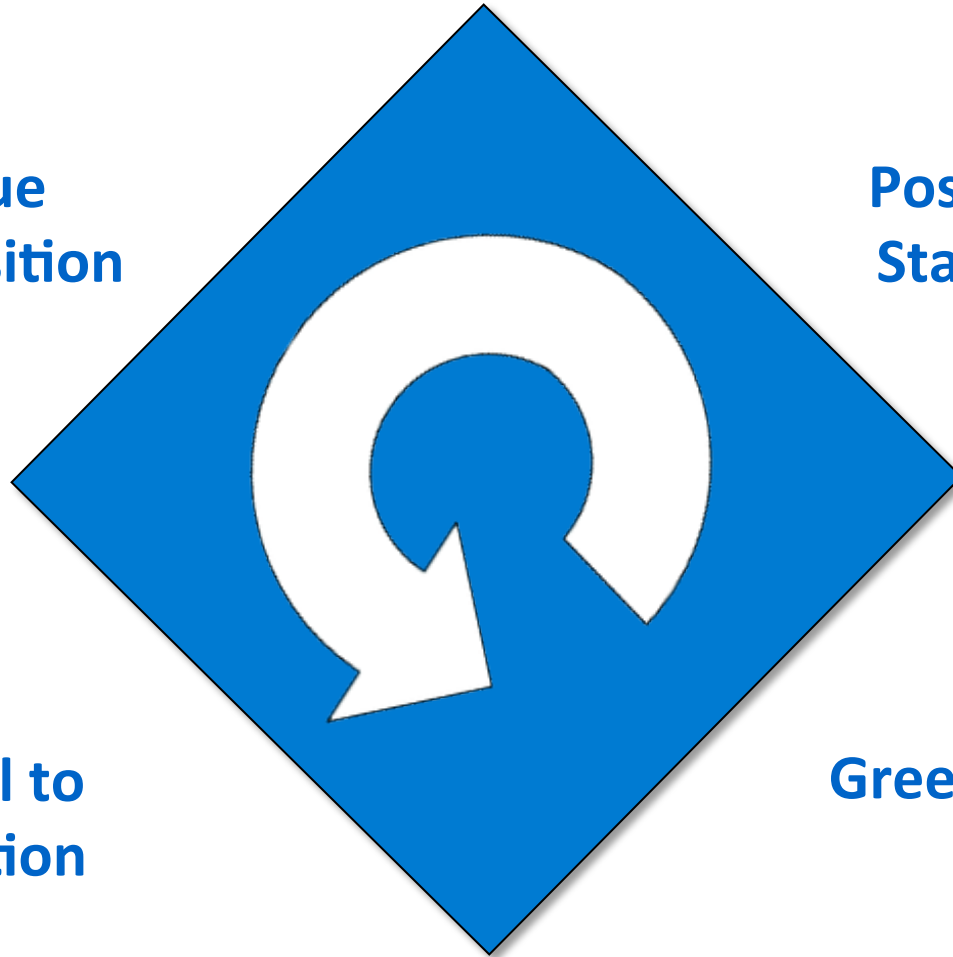
When ?

Who ?

CONVERSATION – PREPARING YOUR APPROACH

**Value
Proposition**

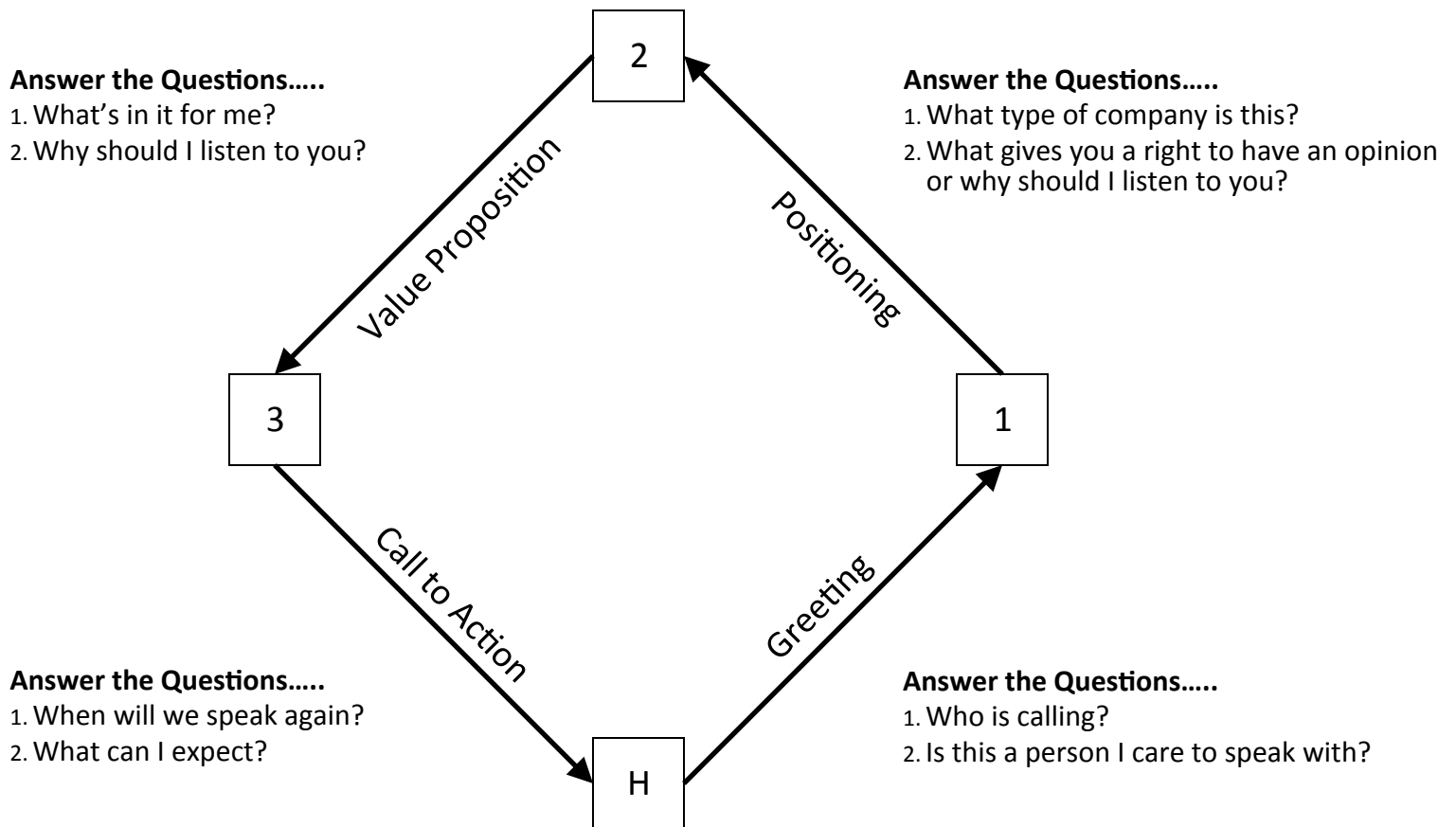
**Positioning
Statement**



**Call to
Action**

Greeting

ROUNDING THE BASES



YOUR CONVERSATION POINTS

