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Cold Calling Cheat Sheet

Use this formula:

- 1. Research*
- 2. Call Intro- Push/Pull*
- 3. Ground Rules*
- 4. Ask Good Questions*
- 5. Summarize*
- 6. Set Clear Next Step (CNS)*
 - Date/Time/Agenda*
 - What's going to happen*
 - Decision Process*
- 7. Short email recap*

For more information visit:
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