



the keiste challenge

learn. adapt. grow.

build your cold-calling revenue machine in 5 weeks



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your cold-calling blueprint

- what is your unique selling point?

- what is your competitive advantage in business?

- what crazy-value are you offering for free to the lead? eg. free sample work, 100% money-back guarantee, free training.

- what sales content / brand touch points have you created? eg. Email newsletter sign up, online quiz, free sample, free gift, e-book.

- what's the next step for the lead? eg. email signup, follow up call, demo.



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call script builder

- Opening Line: Hi, my name is [Name], I'm calling about [Problem you solve]...

- Objection Handling: Sounds like you're busy. Can I book 30 seconds to see if it's worth a longer chat?

- Closing Prompt: What's a good time to send you a quick overview or demo?



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call outcome log (for self improvement)

Date	Contact	Outcome	Notes



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how to use chatgpt for cold-calling

describe your business, your goals, your pitch and include your answers to all page 2 questions above - for context. Then ask the following:

1. Suggest a low-hanging fruit target market for my business?
2. Give me suggestions for a value-driven marketing campaign?
3. Suggest brand touch points and sales content to establish a long-term relationship with my leads?
4. Can you give me a sample cold-calling script with objection handling examples?

