

Cold Calling Checklist

Did the producer?	Yes	No
1. Demonstrate he/she was prepared before picking up the phone?		
2. Remain energetic and upbeat throughout the call?		
3. Limit information shared with call screeners?		
4. Open the call by clearly introducing him/herself, the agency, and the purpose of the call?		
5. State a benefit or ask a question to promote interest or engagement?		
6. Clarify and effectively respond to at least the first objection raised the call?		
7. Close on a specific request?		