

Master Phone Outbound Framework

Start With the Situation (Before the Call)

Every outbound call starts in one scenario:

- **Warm / Semi-Warm**
Prior interaction, referral, or visible relevance
- **Cold but Relevant**
No relationship, but strong ICP and use-case fit
- **Re-Engaging**
Previous contact stalled or deprioritised

Choose the Lens (Who You're Calling)

Different stakeholders optimise for different things. Before the call, decide which lens applies:

- **CEO** – strategy, growth, risk
- **CFO** – ROI, payback, downside protection
- **COO** – throughput, efficiency, disruption
- **Technology** – risk, integration, stability

If your message doesn't match the lens, relevance breaks.

Hold the Conversation Spine (During the Call)

Think in **four movements**, not steps.

Relevance Check

- Name a recognisable problem or pattern
- Ask permission to continue
- Exit quickly if it's not relevant

A fast “no” is a good outcome.

Decision Framing

- Present two credible paths or choices
- Avoid “best” or “recommended” language
- Let them apply judgement

You're framing a decision, not pitching a solution.

Proof as De-Risking

- Use one grounded example
- Show what changed and how long it took
- Avoid hype or best-case claims

Proof reduces uncertainty. It doesn't sell.

Decision or Exit

- Propose a clear next conversation
- or close cleanly with clarity

A clear next step or a clear no are both success.

What Success Looks Like

A good call ends with one of three outcomes:

- a next conversation
- a clear “not a priority”
- enough clarity to move on

Ambiguity means something was unclear upstream.

Use Objections as Signals

Objections are **information**, not resistance. They usually signal:

- a relevance gap
- a timing mismatch
- risk not yet addressed

Fix the thinking, not the wording.

Quality Check (After the Call)

After every outbound call, ask:

- Was relevance clear early?
- Did I respect their lens?
- Did I frame a decision, not a pitch?
- Did we reach clarity?

If the call felt hard, it's usually a **framing issue**, not a delivery issue.