

Phone Outbound – CEO Lens

Typical CEO Scenario (Context)

You are usually calling a CEO when:

- the issue has **strategic or financial impact**
- it affects **growth, capacity, or competitiveness**
- it cannot be solved by frontline optimisation alone

CEOs are not looking for features. They are deciding **whether something deserves attention.**

Your first task is to answer:

“Is this relevant to how I run the business?”

Primary Scenarios for CEO Calls

Most CEO phone calls fall into one of these:

Scenario A – Cold but Strategically Relevant

No relationship yet, but strong ICP and clear business impact.

Goal:

Test strategic relevance and earn permission for a deeper conversation.

Scenario B – Warm or Semi-Warm

Prior interaction, referral, or visible relevance.

Goal:

Reconnect context and move toward a decision-oriented discussion.

Scenario C – Re-Engaging a Quiet Contact

Previous conversation stalled or deprioritised.

Goal:

Reframe the issue and decide whether to proceed or move on.

CEO Lens – What They Optimise For

CEOs typically care about:

- revenue protection or growth
- capacity and scalability
- speed to impact vs long-term positioning
- competitive risk
- simplicity of decision-making

They dislike:

- operational detail too early
- long explanations
- vague value claims
- being “sold to”

Keep this lens active throughout the call.

Conversation Spine (Not a Script)

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

- Relevance Check
- Strategic Framing
- Proof as De-Risking
- Decision or Exit (Close)

Movement 1 – Relevance Check (Opening)

Purpose:

- establish context
- earn attention
- create permission

Good openings:

- name a **recognisable business problem**
- frame it at a **strategic level**
- ask for permission to continue

Example patterns:

- “We work with [similar organisations] on [specific business problem] that tends to show up during [known pressure point]. Worth a quick check if this is relevant for you?”
- “Quick call to sanity-check whether this is even worth your time...”

If relevance isn't there:

- thank them
- exit cleanly

A fast “no” is a good outcome.

Movement 2 – Strategic Framing (Middle)

Purpose:

- frame the decision
- simplify complexity
- avoid pitching

Effective framing with CEOs:

- present **two credible paths**
- contrast speed vs completeness
- avoid “best” language

Pattern:

“What we typically see is two approaches...

One prioritises speed and proof.

The other prioritises full automation and long-term optimisation.”

This invites judgement, not defence.

Movement 3 – Proof as De-Risking

Purpose:

- reduce uncertainty
- validate assumptions
- avoid hype

Good proof:

- shows what changed
- includes timeframe
- feels repeatable

Bad proof:

- vague claims
- superlatives
- too many examples

Use one proof point only, unless asked.

Movement 4 – Decision or Exit (Close)

Purpose:

- reach clarity
- avoid chasing

Good closes:

- propose a **specific next conversation**
- restate what will be covered
- give an easy out

Pattern:

“If this is worth exploring properly, the next step is a short working session to walk through X and Y.

If not, happy to leave it there.”

Clear no = success.

Clear next step = success.

Silence or ambiguity = something to fix upstream.

Common CEO Objections – How to Think About Them

Objection	Usually Signals
“Not a priority”	Strategic relevance not yet clear
“Margins are fine”	Impact not quantified
“We need full integration”	Risk aversion or long-term bias
“What does it cost?”	Decision premature, context missing
“We’re focused elsewhere”	Competing priorities, not rejection

Treat objections as **diagnostic feedback**, not resistance.

Quality Check (After the Call)

After any CEO call, ask yourself:

- Did I clearly establish relevance?
- Did I frame a decision, not a pitch?
- Did I respect their time?
- Did we reach clarity?