

Welcome to

Cold Call

Master



Course Content

5 MODULES – 32 INTERACTIVE CHAPTERS

Total Duration 11 Hrs.

Foundation & Psychology

- Amrutt's Cold Calling Definition
- The Perfect Mindset – 3C3P Framework
- CQ
- Fear of Rejection
- Cultural Sensitivity in Cold Calling
- Ethical Cold Calling

Duration : 1.5 Hr.

Preparation

- Product Knowledge
- Buyer Persona
- Introduction to Mental Triggers
- Pre-Calling Preparation
- You Should Have a Game Plan
- 20 Zombie Lines

Duration : 2.5 Hr.

During the Call

- The First 60 Seconds
- Opening Line Game
- Mid-Section of the Call
- Closing Line Game
- BechoMaxx CC Map
- Listening & Awareness
- Cold Call Tonality
- Rate of Speech

Duration : 3 Hr.

Objection Handling

- Best Approach
- Handling 15 Popular Objections
- Best Replies
- Handling Upset Customers

Duration : 3 Hr.

Follow-Up & Self-Improvement

- Post-Call Follow-Up
- How to Analyse, Understand and Improve Your Own Call
- Documentation Practices for Cold Calling
- What Not to Say – 10 killer lines to avoid forever

Duration : 1 Hr.

INTERACTIVE TEAM CHALLENGE POST EACH MODULE!

COURSE OUTCOME

Course Outcome: Cold Call Master

- Understand the modern psychology and ethical foundations of cold calling, including the 3C3P mindset and Conversational Quotient (CQ).
- Prepare systematically before each call using product knowledge, buyer personas, and psychological influence triggers.
- Execute every stage of the cold call confidently using structured scripts, tonality control, and timing techniques.
- Handle objections effectively using LED, RIP, and Yes-And-CTA frameworks.
- Follow up strategically, self-review calls, document accurately, and drive continuous improvement through peer feedback and CRM tools.

Who is the course for?

- Organisations that have internal or external Sales Calling Process
- B2B & B2C sales professionals using phone-based outreach
- Inside sales reps and telecallers wanting to sound confident and credible
- High-ticket closers handling tough objections over calls
- Entrepreneurs and consultants doing their own lead generation
- Sales teams and managers looking for a structured cold calling system

Course Passing Criteria & Delivery Method

- Minimum 70% in all sections. One re-test attempt.
- Live-Offline.

PRE-REQUISITE:

- This course is designed for individuals with basic communication skills and a strong desire to improve real-world sales outcomes. No prior formal sales training is required, but an open mind and active participation are essential. A basic understanding of Hindi or English is necessary.

Watch our
Workshops and
Testimonials!



Art of Modern Negotiations



Sales Pitch Mastery



Sales Motivational Talk



Top Management Workshop



These videos offer a powerful glimpse into the experience we deliver to our delegates. Click on the image to witness the transformation in action!



AMRUTT BHATT

SALES COACH & FOUNDER

Amrutt is a maestro in Sales & Sales Communication Coaching and Consulting, a two-time World Record Holder, a TEDx Speaker, an Author, a Speaker, and an Entrepreneur. With over 14 years of on-field experience, he has conducted more than 3,500 sessions, educating 200,000+ delegates across national and international platforms.

He currently educates 1,00,000+ Indian Sales Professionals through Instagram & YouTube.

