Prospecting that actually work$

BY KIMBERLY PRICE

A STEP-BY-STEP GUIDE

Are you in B2B sales and struggling to book meetings?
This book is for YOU.

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Chapter 1: The 1% Prospecting Mindset

Let’s get one thing straight. The ability to consistently book 5 to 10 meetings a week isn't "nice to have." It’s the *only* skill that separates the top 1% from everyone else. It’s the single biggest factor that determines the size of your paycheck.

This book contains the exact plays I used to become a top 3% sales rep in the United States and close million dollars worth of deals. But none of the scripts, templates, or tactics in the following chapters will work if you don't get your head right first.

Prospecting is a mental game. Before you learn what to *do*, you have to learn how to *think*.

The "$10,000 Call" Mindset

I’ve been there. I know what it feels like to get beat up on the phone. I’ve had times where I’ve cold-called for two weeks straight and not booked a single meeting. I’ve been so frustrated I wanted to pick up the table and throw it.

Most reps fail right here. They get discouraged, they feel frustrated, and they stop. They take the rejection personally. When a prospect hangs up on them, they go into "fight or flight" mode and their brain just shuts down.

This is where you make your first decision: Are you going to be a professional or an amateur?

Amateurs take rejection personally. Professionals know it's "part of the game."

Here’s the mental shift that changed everything for me: I want you to think that every time you pick up that phone, it's **$10,000** to make that call.

Stop thinking of it as a call where you’re going to get rejected. Start thinking of it as a call that could change your entire quarter. When you truly believe that the person on the other end of the line *needs* what you have, your confidence, your tone, and your entire approach changes. You stop asking for their time and start showing them why meeting with you is the most valuable thing they can do all day.

This isn't just "positive thinking." This is a mental framework for high performance. You are going to get hung up on. You are going to get rejected. But when you have the "$10,000 Call" mindset, you just brush it off and move to the next dial.

The *Only* Goal: Stop Selling, Start Booking

Here is the single biggest mistake 99% of reps make: **They try to sell on the cold call.**

They get a decision-maker on the phone and immediately start pitching their product, their features, their company... and the prospect hangs up.

Your goal on a cold call is **not** to sell your solution. It’s not to talk about the opportunity. It’s not to sell them anything.

Your *only* goal is to **book the meeting.**

That 's it.

Don’t overcomplicate it.

Half the battle is getting in the door. The other half is closing. This is a two-step process, and you cannot do Step 2 until you’ve mastered Step 1.

When you're on that call, I want you to have tunnel vision. Think in your mind: "All I have to do is get this meeting."

Once you get the meeting and you're in front of the client, that's a different story. That's when you can sell. But on that first call? You are a professional meeting-booker. Period.

This simple shift changes everything. It takes all the pressure off. You don't need to have the perfect answer to every technical question. You just need to be clear, confident, and focused on one single outcome: getting 15 minutes on their calendar.

Accountability: Owning Your Paycheck

I’m going to tell you the truth. You don’t have a "prospecting problem." You have an accountability problem.

A lot of reps get stuck doing "busy work." They send a few follow-ups, clean their CRM, and *feel* like they're working. But that's not going to get you a big paycheck.

You are the CEO of your own territory. You own your own paycheck. And the #1 job of that CEO is to keep the pipeline full.

Top 3% reps are relentless. They know the data. A Harvard Business study said it takes **7 to 11 touches** on average to get a meeting. Most reps give up after two or three.

And this 7-11 touches is prior to covid and hybrid schedules. If the employees are working hybrid the number is closer to 11-15 touches.

When you’re getting beat up and want to quit for the day, I want you to think to yourself: **"One more dial and how many touches have I actually done with this account."**

This is the mantra of a top performer. It's the discipline to make one more call when you’re discouraged. It's the accountability to hit your prospecting block every single day, no excuses.

People will tell you the top reps are "lucky." That's nonsense. The harder you work, the luckier you get. You build your own luck. You build it by being relentless, by owning your paycheck, and by making that "one more dial, one more email, one more

LinkedIn InMail" when everyone else has already gone home.

If you can master this mindset, you're already 50% of the way there.

Now that your head is right, let's build the machine that's going to make you rich. In the next chapter, I’ll show you how to build the 12-month target list that will become the foundation for your entire paycheck.

Chapter 2: The Paycheck Machine: How to Build Your 12-Month Target List

If your mindset is the engine, your prospect list is the fuel. Most reps are running on bad fuel, and that's why their paychecks sputter.

They treat prospecting like speed dating. They get a list of 1,000 "leads," burn through them in a week, get discouraged when no one replies, and then go ask their manager for a new list. This is an amateur move, and it’s why they’re broke.

Or worse, they don’t even have a list at all. Don’t be one of those sales reps.

Top 1% performers don't "run through" lists. We build an asset. We create a universe of high-value targets, and we work it with relentless, strategic precision. This chapter is how you build that asset—the machine that will feed you for the next 12 months.

Stop "List-Hopping": Why to keep a list for a year

This is my single most important piece of strategic advice, so read it twice:

You are going to build **one list** of 150-200 target companies. And you are going to **own that list for an entire year.**

That’s it. No rotating. No "new leads" every Monday. No list-hopping.

Why? Because prospecting isn't about *coverage*, it's about *penetration*. The data says it takes 7 to 11 touches to get a meeting. How can you *ever* get to 11 touches if you discard a prospect after two calls and one email? You can't.

By committing to a 12-month list, you give yourself the time to be strategic. You learn the accounts, you identify the players, and you deploy the multi-channel sequences we'll cover later. You're not just making calls; you're running a 12-month campaign to get in the door.

Hunting Whales, Not Minnows: How to Pinpoint Your ICP

Your list of 150 companies can't just be "anybody." You have to be a hunter. You need to be strategic about who you're targeting so you're not wasting a single dial on a prospect who can't or won't buy.

This is your Ideal Customer Profile (ICP). If you don't know yours, stop reading and go ask your manager. You need to know the exact DNA of a high-value account.

For me, it was always based on two things:

1. **Territory:** Are they in my geographical patch?
2. **Employee Count:** Are they big enough to have the problem I solve (and the budget to pay for it)?

Your ICP might be based on industry, revenue, or the technology they currently use. Whatever it is, be ruthless. Every single company on your list of 150-200 *must* fit this profile. This is about "hunting whales, not minnows." We want the deals that make your year, not the scraps that waste your time.

Your Prospecting Ammo: Gathering the Data That Matters

Once you have your 150-200companies, you need to build your internal database. This is your "prospecting ammo." Quality data is your ammunition. Without it, every attempt to connect is just shooting into the dark.

For every single company, you need to find:

- **The Right Titles:** Who actually makes the decision? Is it the IT Director? The VP of Sales?

The C-Suite? (We’ll cover how to target each of them later).

- **The Direct Dials:** Do not waste time with main numbers if you can help it. Hunt for the direct line.
- **The Correct Emails:** Find their email format. Use tools, use LinkedIn, do whatever it takes.
- **A Section for Notes:** This is where you'll log every touch. "Called, left VM," "Sent email," "Hung up on me."

This takes work. This is what other reps are too lazy to do. But this "front-loading" of the work is what enables you to be a machine. When your "Prospecting Block" hits, you're not searching for numbers; you're dialing them.

This list is your paycheck machine. You will build it, you will own it, and you will work it relentlessly.

Now that you've got your list, it's time to pick up the phone. In the next chapter, I'll give you the exact 8-step flow to master the cold call.

Chapter 3: Cold Calling Mastery

Let's be clear: Cold calling is not dead. The only thing that's "dead" is the way 99% of reps do it.

Cold calling is the fastest, most direct, and most effective way to book a meeting, period. It's also the skill that reps fear the most. They hate the rejection, they hate "getting beat up," and they hate "sounding scripted."

I’m going to make it simple. I mastered cold calling because I stopped "winging it" and built a flow. This is the exact, step-by-step process that took me from 0 meetings a week to consistently booking 5-10 per week.

Remember the goal from Chapter 1: You are **not** selling. You are **booking a meeting.** That's it.

The 8-Step Flow That Books Meetings

This is my 8-step cold calling flow. It's a proven, repeatable system. Do not deviate from it.

Step 1: Verify (The Gatekeeper) Your first call will likely be to a main line. You must get past the secretary or gatekeeper. Do not pitch them. Be polite, confident, and direct.

> **You:** "Hi, can I please speak to the person that manages X?"
>
> **Gatekeeper:** "Who is this?"
>
> **You:** "My name is Kimberly Price with (name of company). I'm calling to book a meeting with them." or " I am following up on an email I sent over, or "They are expecting my call"

That 's all. You're not asking for permission. You're stating your intention.

Step 2: Re-verify (The Decision-Maker) This is the most critical step, and it's where most reps fail. The gatekeeper will transfer you, and a person will answer, "This is Jim." You have *no idea* if Jim is the right person. If you pitch the wrong person, you've just lost your shot. You *must* re-verify.

> **Jim:** "Hello, this is Jim."
>
> **You:** "Hey Jim, are you the person that manages X?"

If he says no, ask to be transferred to the right person. If he says yes, you are cleared to proceed.

Step 3: Intro This is where you kill the "how are you?" line forever. They know you're a salesperson. Asking "how are you?" sounds like every other amateur, and they will hang up on you. Get straight to the point.

> **You:** "Perfect, Jim. I’ve been trying to get a hold of you. My name is Kimberly Price, and I'm with [Your Company]."

Step 4: Intention Be clear about what you want. Don't hide it.

> **You:** "The reason I'm calling is because I wanted to set a meeting with you."

Step 5: Value This is your 10-second pitch. This is your "What's In It For Me" (WIIFM). You need to give them a massive, data-backed reason to meet with you.

> **You:** "I've been able to help other clients in your area reduce their costs by up to 40%."

Step 6: Take control of the calendar. Never, *ever* ask, "What's your availability?"

> **You:** "I'm actually going to be in your area on Tuesday. Are you available to meet at 1:00 or 3:00?"

Step 7: Handle Objections If you're confident and your value prop is strong, you'll often get the meeting right here. But if you get an objection, you need to be ready. (Scripts are in the next section).

Step 8: Booked Get the "yes," confirm the time, send the calendar invite, and get off the phone. Your mission is complete.

"Get in the Door by Price, Sell on Value"

"But Kimberly," reps tell me, "I'm not supposed to sell on price. I'm a value-added seller."

I absolutely agree. You **sell** on value. But you **book the meeting** on price.

When you have 10 seconds to stop a busy executive from hanging up on you, what do you think is more powerful?

- "I'd love to learn about your business and explore a synergistic partnership..."
- "I can save you 40% on your costs."

It's not even a contest. The fastest way to get their attention is to impact their bottom line. Your "Value" (Step 5) should be the sharpest, most impressive financial-impact statement you have.

Remember, you're not selling them anything on this call. You're just getting the meeting. You're using price to get in the door. When you're sitting in front of them *at* the meeting, you can sell them on value all day long.

Dismantling Objections: The Word-for-Word Scripts

When you get an objection, do not panic. This is part of the game. Here are the scripts for the 4 most common objections.

1. "I'm too busy." This is the most common and the weakest. They just don't see the value yet.

> **What they say:** "You know what, I'm just too busy to meet with you."
>
> **What you say:** "Look, I totally understand. I only need 10-15 minutes of your time. I promise I'll make it worth it. I'm not here to waste your time or mine, and I know I can really save your company money. Are you free at 1:00 or 3:00?"

2. "I'm happy with my current provider." This is a great objection. It means they're a loyal customer.

> **What they say:** "Thanks, but I'm happy with who we use now."

What you say: "That's awesome. I'm so happy to hear that. Honestly, some of my best customers said the exact same thing before meeting with me. At the very least, I can make sure your current provider is being fair. A lot of times customers are over paying and they don’t even know it. I'm going to be in the area anyway. Are you free at 1:00 or 3:00?"

3. "We had a terrible experience with your company in the past." This is a gift. It's your chance to show empathy and differentiate yourself.

What they say: "We used your company five years ago, and it was a terrible experience."

What you say: "Jim, I'm really sorry to hear that. Can you tell me a little bit about what happened? ... Look, I totally understand why you feel that way, and I want to make it right. A lot has changed since then. I'll be in the area anyway—I just want to stop by for 10 minutes to introduce myself and hear more about your business, whether you go with me

> or not. At the very least you will get a face to the name and if you ever need help in the future you have me. Are you free at 1:00 or 3:00?"

This flow works. It's not complicated. But it requires you to be confident, and that confidence only comes from practice.

Now that you have the script for the phone, let's talk about how you get in front of the *real* decision-makers—the C-Suite. In the next chapter, I'll show you how to use LinkedIn to get to the top.

Chapter 4: LinkedIn Prospecting: Targeting the CEO

Let's talk about LinkedIn.

Most reps are terrible at it. They treat it like a spam cannon. They "connect and pitch," sending a generic message about their company to every Chief Executive Offer they can find, and then wonder why they get no replies.

That's an amateur move.

LinkedIn is where the whales are. It's the single best place to do the research you need to get in front of the *real* decision-makers. But you have to be strategic. You have to be personal. And you have to be different.

Principle Over Platform

Here's the secret: **My LinkedIn strategy for CEOS is the exact same pitch as cold calling and email**

prospecting. The only difference here is you will add a personal touch.

Yes, you read that right!

You don't need different pitches for different forms of prospecting. Keep it simple and master one for all. All you need is a few minor tweaks but the pitch remains the same.

Unless and only less you are targeting the CIO or CHRO. They care a lot about processes so make sure to add that too.

And if it's a CFO, you better talk about money because that's what they care about the most.

When emailing any C-Level execitive you cannot send a generic template to them. They get hundreds of them a day. You have to do your homework.

When I'm targeting a CEO, I don't just look at their title. I *research* them.

- I Google them.
- Are they in a *Forbes* article?

- Have they been on a YouTube podcast?
- Did they write a book?
- What university did they go to? (You’ll see why this matters in a minute.)

You are looking for ammo. You are looking for a *reason* to reach out that isn't just "I want to sell you something."

The CEO DM Strategy

Your InMail or DM can't be generic. It has to be sharp, personalized, and focused on the **"What's In It For Me" (WIIFM)**.

It should have three parts:

1. **Structure:** Keep the SAME structure you used for cold calling but add a personal touch at the end of the message
2. **Remember the "WIIFM":** Get straight to the point. The *only* thing a CEOs cares about is high-level business problems: cutting costs,

improving processes, skyrocketing growth. YOU MUST SPEAK TO THIS! Money talks!

3. **Make it personal:** Something you both have in common or love about them

You're showing them you did your homework and you're not wasting their time. And you will also stand out too because most reps are not being personable at all.

The "P.S." Rapport-Building Trick

This is the tactic I used to get into a 20,000-employee company and countless other companies that had never been sold to before.

There’s also a psychology behind this as well and people tend to remember what came after a P.S in an email. Don’t ask me why but it’s true!

One time, I was targeting the CIO at a very large pet company.. I did my research and crafted a message with a powerful value prop about improving processes and cutting costs. But I knew that wasn't enough. I had to be different from every other salesperson.

At the very end of the message, I added this: **"P.S. Maggie and I love (company name)"**

And I attached a pic of my new puppy. It was a dachshund that I still have to this day. I mean who doesn't love dachshunds?

My peers at the time thought that was TOO risky or could come off as unprofessional. But to me high risk = high reward.

I used this strategy time and time again and this is why I was booking more meetings than all of them and was top 3% in the nation for a decade.

I was showing I had personality and wasn't just another money hungry sales rep.

Remember this: At the end of the day outside of solving problems and reducing costs people buy from people. So don’t be afraid to show who you are.

This is what I call the "P.S." trick and it works like a charm. It's a small, personal note at the end of your professional message that builds instant human rapport. Here are a couple of other examples I’ve personally used:

- "P.S. I also have a longstanding history of selling within the telecom space and was top in the nation in sales for over 10+ years. I couldn’t agree more with the consultative approach that you mentioned in your profile and I too also have a philanthropist spirit as well!
- "P.S. I love what you said in your speech about your father instilling hard work and caring for others. He sounds like he was an honorable man. I also hold those same values!

This little extra step shows you're a human being, not some AI tool. It's the most powerful way you can stand out and that’s what you want!

Multi-Threading: How to Target the Whole Team

When you're prospecting a large company, never put all your eggs in one basket. You need to "multi-thread." This means you target the C-Level (CIO, CFO), the VP (VP of IT), and the Director (IT Director) all at the same time, but with different messages.

Here's the play:

- **To the C-Level:** You send your high-level, research-backed message about cutting costs or improving processes.
- **To the VP/Director:** You send your more tactical message about saving their team 40% (the "Get in the Door by Price" pitch).

Why? Because you win either way.

The best-case scenario is the C-Level exec gets your message, agrees it's a priority, and "delegates" it down. They forward your message to their VP and say: **"Hey, can you please meet with this person?"**

You didn't just get a cold meeting. You just got a top-down referral from the C-Suite. You've "put fire under" the VP. They *have* to meet with you now.

This is how you use LinkedIn like a professional. You're not spamming. You're being strategic, you're doing your homework, and you're playing the game to win.

Now, let's talk about the other pillar of your outreach: email.

Chapter 5: Cold Email Frameworks

Email is not dead. But 99% of the cold emails in your prospect's inbox are, and that's because they are awful.

They're lazy, generic, and immediately deleted.

Email prospecting is still one of the most powerful tools you have *if* you do it right. It's a key part of the "7-11 Touch" system, and I've used the exact framework in this chapter to get meetings with many many companies.

The problem is that most reps send emails that are all about them: "I want to meet," "I want to chat," "I work for this company..."

Your prospect doesn't care about you. They are reading your email for one reason and one reason only: **"What's In It For Me?" (WIIFM).**

If you can answer that question in the first two sentences, you'll get a reply. If you don't, you'll be ignored.

This is the framework that answers the WIIFM question and books the meeting.

The 4-Part "WIIFM" Formula

Your email needs to be simple, to the point, and have four clear parts.

1. The Intro State who you are and what you do.

> "Hi Jim,
>
> My name is Kimberly Price, and I'm with [Your Company].

2. The Intention Be direct. Don't hide what you want.

> "The reason I'm reaching out is because I want to set a meeting with you."

3. The Value (The "WIIFM") This is the most important part. This is *why* they should meet with you. Just like your cold call, this needs to be a sharp, data-backed value prop.

> "...to go over how I've been able to help other companies in your area, like [Competitor/Similar Co.], reduce their costs by up to 40%."
>
> *OR*
>
> "...how I’ve helped other brands generate millions through partnering with our company”
>
> Again MONEY TALKS!

This is what separates you from the amateurs who just say, "Hey, I want to meet with you, are you available?“ Are you opposed to the meeting?" That's an awful email and an instant delete.

Or even worse going on about how you and your company are soooo amazing. THEY DO NOT CARE.

All they care about is what's in it for them so stop leading with yourself or your company unless it has to do with results.

Lastly, I want you to go back to your current emails and pretend you are the CEO for a second or whatever decision maker you are targeting and ask yourself, "If I were them would I respond to this?"

I can bet most of you would say no.

WHY?

Because you made it about YOU, NOT THEM and that is your biggest mistake. Please stop doing this!

They're tired of it and I'm sure you're tired of not getting the results you want too.

4. The Call to Action (CTA) This is where you take control of the calendar.

The "Give 2 Options" CTA

This is where most reps lose complete control of the sale. They end their email with an open-ended, passive question like:

- "What's your availability in the next coming weeks?"
- "Are you available to chat sometime?"
- "Let me know what your schedule looks like."

Never do this. You are putting all the work back on the prospect and you sound desperate. No one buys from a desperate sales person EVER!

You are the one asking for the meeting, so *you* set the terms. You give them two specific options. This makes it a simple "yes" or "no" decision for them.

> **What you write:** "I'm actually going to be in your area on Tuesday. Are you available at 1:00 PM or 3:00 PM?"

Always give them two options. It's confident, it's specific, and it works.

The Follow-Up That Works

Here's another place where reps fail. They send one email, get no reply, and then either give up or send a "just bumping this" email a week later.

You are not "bumping." You are a professional providing a solution that can save their company money. Why would you be afraid to follow up?

You follow up the next day.

Don't be afraid. You are providing value. Your follow-up email should be short, direct, and assume the sale.

> **Subject: Re: [Original Subject]**
>
> "Hi Jim,
>
> I wanted to follow up on my email. I'm going to be in the area tomorrow and have [Time 1] or [Time 2] open.
>
> Does one of those work for you?"

This simple, confident framework—Intro, Intention, WIIFM, and a 2-Option CTA—is what gets meetings.

Now that you have your call scripts and email frameworks, it's time to put them all together into a relentless system.

Chapter 6: The Relentless "7-11 Touch" Multi-Channel System

You have your cold call script. You have your email templates. You're ready to attack your 12-Month Target List.

And you're still going to fail.

Why? Because you're going to give up too soon.

You'll call twice. You'll email twice. You'll get no response, and you'll get discouraged and move on. This is the amateur move that keeps reps broke.

"Persistence is Key": The Harvard Study

A Harvard Business study proved that it takes **7 to 11 touches** to get a meeting.

Read that again. *Seven to eleven on average. It* can definitely be more if they are on a hybrid schedule

You, who called twice and emailed twice, stopped at *four*. You're not even halfway there. You haven't even started the game.

A "touch" is a call, an email, a LinkedIn message, a video text, a door knock. This is why you build a 12-Month Target List—it gives you the runway to be this relentless.

Persistence is the *only* way. But you can't just be persistent "when you feel like it." You have to build a system. This is that system.

The "Prospecting Block": How to Structure Your Time

You are the CEO of your own paycheck, and you need to protect your time. The single most valuable activity you can do is prospect. So why do you let "busy work" and internal meetings steal your day?

You need to schedule your prospecting. This is non-negotiable.

There are two ways I do this:

1. **Full-Day Blocks:** This is my favorite. I block my *entire* calendar for the day. No internal meetings, no admin work. Nothing but relentless

prospecting. I'm hitting my list with calls, emails, and DMs from 9 to 5.

2. **3-Hour Blocks:** If you can't do a full day, do this. Find a 3-hour window—say, Monday from 1:00 PM to 4:00 PM—and that is your sacred prospecting time. All you do is prospect.

You should be prospecting *every single day*, even if it's just for 30 minutes. But you must have these big, focused blocks in your calendar every week.

Here's the pro-tip: Cold calling is unnatural. As human beings, we don't like getting rejected. It burns you out.

So, you use **15-Minute Sprints.**

When you're in your prospecting block, you don't just dial for 3 hours straight. You will burn out. Instead, you bang out the phones, relentless, for 15 solid minutes. Then you take a 5-minute break.

But on that break, you don't do "busy work." You get your head right. You watch something that inspires you. You remind yourself *why* you're doing this. You look at a picture of the car you want or the property you're saving for. You get motivated, and then you get back on the phone for another 15-minute sprint.

Tactic 1: The Video Play (When Calls & Emails Fail)

You're on touch #8. You've called. You've emailed. Nothing. They're ignoring you. It's time to break the pattern.

It's time for the Video Play.

Most reps are still in the old way of doing things. Video prospecting makes it personal. It shows you're a real human being who is putting in real effort.

Here's the play:

1. **Get your phone.** An iPhone, a Samsung, whatever.
2. **Record a quick, high-energy video.** This isn't a production. It's 30 seconds.
3. **Make it personal.** "Hey Jim! Kimberly Price here. I've been trying to set a meeting with you. I

know you're busy, but I made this video because I know I can help you [Your WIIFM]."

4. **Hold up a sign** with their name on it. This is the pro-move. When they see a thumbnail of you holding a sign that says "Jim," they *know* it's not spam. They will click it.

How to send it: The best way? **Text it.** Over 90% of text messages get opened. If you have their cell number from your list, use it.

If you don't, email is fine, but text is the power move. This is the play you run when your standard calls and emails get ignored.

Pro Tips: Use the teleprompter app

Tactic 2: The "No Soliciting" Takedown (Door Knocking)

This is the ultimate play. This is the tactic 99% of your competitors are too terrified to run.

But you don't "door knock" blindly. That's a waste of gas and time. You are running a strategic play on your **12-Month Target List.** You know the company. You know the name of the person you're there to see.

When you walk in, you're going to see a **"No Soliciting"** sign.

I don't care.

You're not a solicitor. You're not a peddler. You're a business professional there to meet with one of their executives. Walk right past it.

Secretaries and gatekeepers are *trained* to kick you out. You need to get past them. The key is to **act like you already have the meeting.** Confidence is everything.

> **You:** (Walking to the desk) "Hi, I'm here to meet with John."
>
> **Gatekeeper:** "Do you have a meeting with him?"
>
> **You:** "He knows I was going to be in the area today."

This is not a lie. You sent him an email that you'd be in the area (see Chapter 5). You are just stating it with unapologetic confidence.

Nine times out of 10, they'll call John. Your goal isn't to get a 30-minute meeting on the spot. Your goal is to get 5 minutes of their time, introduce yourself in person, and **book the real meeting.**

This is the system. It's not *just* calling. It's not *just* emailing. It's *all* of it—a relentless, multi-channel attack that is planned, scheduled, and executed with professional precision.

Chapter 7: The 10-Meeting Week: Scripts, Templates & Your Action Plan

This is the chapter you're going to print out, dog-ear, and tape to your desk.

We've covered the mindset, the strategy, and the multi-channel tactics. Now, I'm pulling it all together into your "pull-out" playbook. There's no more theory. These are the tools.

This is your arsenal.

1. My "Go-To" Cold Call Script Framework

This isn't a word-for-word script you read like a robot. It's a flow you master so you sound natural and confident.

Step 1: The Gatekeeper

You: "Hi, can I please speak to the person that manages [Your Target Area, e.g., 'Technology']?"

Gatekeeper: "Who is this?"

You: "My name is Kimberly Price. I'm calling to book a meeting with them."

Step 2: The Re-Verification (The Most Important Step)

Prospect: "Hello, this is Jim."

You: "Hey Jim, are you the person that manages [Your Target Area]?"

Prospect: "Yes, that's me."

Step 3: The Pitch (Intro, Intention, Value, CTA)

You: "Perfect. Jim, I’ve been trying to get a hold of you. My name is Kimberly Price with [Your Company].

The reason I'm calling is because I want to set a meeting with you.

I've been able to help other clients in your area, like [Competitor/Similar Co.], reduce their costs by up to 40%.

I'm going to be in your area on Tuesday. Are you available to meet at 1:00 or 3:00?"

Step 4: The Objection Handlers (Your Go-To Replies)

If "I'm too busy...": "Look, I totally understand. I only need 10 minutes. I'm not here to waste your time or mine, and I know I can save your company money. Are you free at 1:00 or 3:00?"

If "I'm happy...": "That's awesome, I'm so happy to hear that. Some of my best customers said the exact same thing before meeting with me. At the very least, I can make sure your current provider is being honest. I'm in the area anyway. Are you free at 1:00 or 3:00?"

2. C-Suite LinkedIn/Email Template

This is for "hunting whales" (C-Levels, VPs). It's built on research and personalization.

Subject: Your [Article/Podcast] & [Your Value Prop]

Hi [Prospect's First Name],

I just [read your article in Forbes / saw your interview on...] about [Topic]. I was impressed by your point on [Specific Insight].

The reason I'm reaching out is that I help [Their Title, e.g., 'CIOs'] at companies like [Their Competitor] improve their processes and cut costs.

I'd like to set a 15-minute meeting to show you what I'm doing for them.

I have [Day] at [Time 1] or [Time 2] available. Which one works best for you?

P.S. I saw you went to [University/Board/Charity]. That's amazing. [Personal Comment].

3. The "Next Day" Follow-Up Email Template

Use this when you get no response to your first email. It's short, confident, and direct.

Subject: Re: [Original Subject]

Hi [Prospect's First Name],

I wanted to follow up on my email.

I'm going to be in the area tomorrow and have [Time 1] or [Time 2] open.

Does one of those work for you?

4. Your 1-Page "First Week Action Plan" Checklist

You have the tools. Now, here's your action plan. Stop reading and go do this.

[ ] Build Your Paycheck Machine: Finalize your 12-Month Target List of 150-200 companies.

[ ] Gather Your Ammo: Find the direct dials, emails, and titles for your first 20 target accounts.

[ ] Block Your Time: Open your calendar right now and create two 3-Hour "Prospecting Blocks" for this week.

[ ] Customize Your "WIIFM": Write the one sentence for your "Value" prop (e.g., "I save companies 40% on X...").

[ ] Start Your Sprints: Make your first 15-minute sprint of cold calls.

You have the scripts and the plan. But tools are useless if you don't know how to use them under pressure. In the final chapter, I'll teach you how to master these tools so you never "sound scripted" again.

Chapter 8: Mastering the Game: Metrics & "Perfect Practice"

You have the playbook. You have the scripts, the templates, and the system that I used to become a top 3% rep.

The only thing separating you from a 5-10-meeting week is one thing: execution.

A lot of reps will tell me, "Kimberly, I have a script, but I don't want to sound like a robot. I don't want to sound scripted."

Do you know why you sound scripted? Because you haven't practiced. You can't just read these templates and expect to win. You have to *master* them. You have to internalize them so they become natural.

But there's a secret to this. Most people will tell you, "Practice makes perfect."

That is a lie.

If you practice the wrong way, you're just getting better at failing. The truth is, **"perfect practice makes perfect."**

My Basketball Analogy: How to Perform Under Pressure

I want you to think about it like this. Let's say we're on a basketball team. In practice, I keep shooting a three-pointer, but I keep missing. I'm just throwing the ball up, not focusing on my form, and I miss, and I miss, and I miss. I'm "practicing," but I'm not doing it perfectly.

Now we're in a real game. There are three seconds left on the clock. We're down by two. The ball gets passed to me. I have to make a three-pointer to win the game.

What do you think is going to happen?

I am going to **miss** that shot.

Why? Because when the pressure is on and your brain goes into "fight or flight" mode, you don't rise to the occasion. You fall back on your training. And my training was sloppy.

The cold call is the same thing. When you finally get that C-Level executive or decision maker on the phone, the pressure is on. If you haven't practiced perfectly, you're going to fall apart. You're going to "sound scripted," you're going to panic when you get an objection, and you're going to miss your shot.

How to Optimize: Using "Perfect Practice"

You need to make sure that when you're practicing, you're doing it perfectly. Here's how:

1. **Record Yourself:** This is non-negotiable. Get your phone and record yourself running through your 8-step flow.
2. **Role-play (Even With Yourself):** Stand in front of a mirror and practice. Say the words out loud.

Practice your *objection handling*. Say, "I'm busy," and then deliver your response.

3. **Listen and Optimize:** Listen back to your recordings. Are you confident? Are you clear? Are you stumbling over words? Be your own toughest coach. Fix it. Then record it again until it's perfect.

When you've practiced your flow perfectly, it's not a script anymore. It's *yours*. It's just what you say. And when you're live on the phone with that $10,000 prospect, you won't sound scripted—you'll sound like a pro.

Conclusion: Stop Reading, Start Dialing

That's it. That's the whole game.

I've given you the entire playbook. The mindset of the 1%, the strategy for building your paycheck machine, the exact scripts, and the system for being relentless.

There is nothing left to teach you.

The only thing left to do is for you to make a choice. You can put this book down and go back to being a rep who complains about their territory and their quota... or you can pick up the phone, type the email, send the video door knock that customer until you start making tons of money.

Because let's face it nobody does sales because "they want to help people". Sure you can want that too but you and every other sales rep wants and should want to make a lot of money and achieve financial freedom. That 's the goal!

You now have the tools. You have the system. You know what to do.

Stop reading and get to work!

The big commission checks aren't going to make themselves!