

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
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COLD CALLING TRAINING IN THE PHILIPPINES

When Cold Calling Becomes Warm™

Turning Unfamiliar Prospects into Meaningful Sales Conversations, Qualified Opportunities, and Next-Step Commitments

A Practical and Customizable Sales Training Program by Making Strong Success Corporation

TRAINING OVERVIEW

Cold calling remains one of the most direct ways to introduce a company, product, service, solution, or business opportunity to potential customers who may not yet know the seller or the organization.

However, many salespeople hesitate to make cold calls because they associate them with:

- Rejection
- Interruption
- Pressure
- Script reading
- Aggressive selling
- Difficult gatekeepers
- Uninterested prospects
- Awkward conversations
- Fear of sounding inexperienced
- Repeated calls that produce few results

Others make many calls but struggle to convert them into meaningful conversations because they:

- Call poorly selected or unqualified prospects
- Know too little about the person or company
- Begin with a long company introduction
- Sound scripted, generic, or overly rehearsed
- Talk immediately about products and features
- Fail to earn attention within the opening seconds
- Ask weak or predictable questions
- Do not uncover the prospect's actual situation
- Present value before understanding the need
- Become defensive when objections are raised
- Push for a sale before earning trust
- End the call without a definite next step
- Fail to document what happened
- Repeat the same mistakes in succeeding calls

In competitive B2B selling, outbound calling is not merely about increasing call volume. It is about creating credible, value-based conversations that improve pipeline quality, appointment success, follow-up opportunities, and eventual sales conversion. The uploaded MSS materials similarly identify generic scripts, weak openings, low

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objection-handling confidence, unclear value messages, and inconsistent phone presence as common causes of rejection fatigue and low conversion.

This **Cold Calling Training in the Philippines** equips salespeople, business development professionals, account executives, telemarketers, financial advisors, consultants, entrepreneurs, technical sellers, customer acquisition teams, and other revenue-generating employees with the mindset, structure, language, confidence, and practice needed to conduct more effective outbound sales calls.

The program is grounded in the personal field experience of **Mentor Myron Sta. Ana**, who has personally used cold calling and direct prospect outreach to introduce products, professional services, training programs, consulting solutions, speaking engagements, facilitation services, and other business offerings.

Rather than relying only on academic sales theories, the course translates actual calling experience into practical lessons involving:

- Preparing mentally before making calls
- Identifying and researching qualified prospects
- Understanding how an unfamiliar prospect may think and react
- Connecting the offer with relevant needs and expectations
- Establishing a goal and conversation map instead of memorizing a rigid script
- Opening the call with clarity and credibility
- Earning enough attention to continue
- Building rapport and initial trust
- Asking consultative questions
- Listening for problems, priorities, and opportunities
- Communicating value instead of merely reciting features
- Responding to resistance without becoming defensive
- Asking for an appropriate next-step commitment
- Recording call information
- Conducting disciplined follow-up
- Reviewing results and becoming one's own sales coach

The earlier MSS cold-calling materials emphasize that the caller should approach the conversation as an offer of help and guidance—not merely as a sales spiel—and should use questions to uncover problems that the product or service may solve.

Participants will learn the proprietary:

MSS W.A.R.M. C.A.L.L.S.™ COLD CALLING FRAMEWORK

- **W — Win the Mindset Before Dialing**
- **A — Analyze and Qualify the Prospect**
- **R — Relate the Offer to Relevant Needs**
- **M — Map the Conversation, Not a Memorized Script**
- **C — Connect Quickly and Create Trust**
- **A — Ask, Listen, and Articulate Value**

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- **L — Lead Objections Toward a Useful Next Step**
- **L — Log Every Call and Learn from Results**
- **S — Sustain Follow-Up and Self-Coaching**

Following the MSS **EnterTRAINment®** methodology, participants will not simply listen to lectures about selling. They will prepare prospect profiles, improve weak opening lines, build conversational call maps, practice voice delivery, formulate discovery questions, communicate value propositions, respond to objections, conduct full cold-call simulations, receive immediate feedback, and develop an individual Cold Calling Improvement Plan.

The program is designed for organizations searching for:

- **Cold Calling Training in the Philippines**
- **Training on Cold Calling in the Philippines**
- Effective Cold Calling Training in the Philippines
- Cold Calling Skills Training in the Philippines
- Sales Cold Calling Training in the Philippines
- B2B Cold Calling Training in the Philippines
- Corporate Cold Calling Training Philippines
- Cold Calling and Telemarketing Training in the Philippines
- Telemarketing Training in the Philippines
- Outbound Sales Calling Training in the Philippines
- Prospect Calling Training in the Philippines
- Sales Prospecting by Phone Training
- Appointment-Setting Training in the Philippines
- Phone Sales Training in the Philippines
- Cold Call Objection Handling Training
- Consultative Cold Calling Training
- Lead Conversion Training in the Philippines
- Cold Calling Workshop for Salespeople

TRAINING GOAL

To strengthen participants' ability to prepare, initiate, manage, document, and improve professional cold calls that earn prospect attention, uncover relevant needs, communicate meaningful value, handle resistance constructively, and secure appropriate next-step commitments.

TRAINING OBJECTIVES

By the end of the program, participants will be able to:

1. Explain the purpose and continuing value of cold calling in sales and business development.
2. Distinguish cold calling from telemarketing, lead qualification, appointment setting, consultative selling, and closing.
3. Recognize how personal beliefs and expectations affect confidence and call performance.
4. Reframe rejection as feedback, timing, qualification, or lack of current relevance rather than personal failure.
5. Prepare emotionally and professionally before conducting outbound calls.
6. Identify the characteristics of qualified prospects.
7. Gather useful information about a prospect, company, role, industry, and possible business situation.
8. Understand how an unfamiliar prospect may initially interpret a cold call.
9. Anticipate the prospect's possible concerns, priorities, and objections.
10. Relate products or services to likely customer problems, needs, risks, goals, and opportunities.
11. Establish a clear objective for every call.
12. Develop a flexible conversation map instead of memorizing a rigid script.
13. Create concise and credible opening statements.
14. Earn attention during the critical opening portion of the call.
15. Introduce oneself and the organization without giving an unnecessarily long company presentation.
16. Use tone, pace, clarity, energy, and word choice to establish professional phone presence.
17. Build initial rapport and trust without sounding artificial.
18. Ask relevant, consultative, and noninterrogative discovery questions.
19. Listen actively for stated and unstated needs.
20. Use follow-up questions to clarify problems, consequences, priorities, and desired outcomes.
21. Communicate the product or service in terms of customer value.
22. Distinguish features, advantages, benefits, outcomes, and value.
23. Avoid premature pitching before understanding the prospect.
24. Respond to common objections without arguing or becoming defensive.
25. Clarify whether an objection concerns relevance, timing, budget, authority, trust, urgency, or information.
26. Maintain composure and professionalism when prospects are dismissive or impatient.
27. Transition naturally from discovery to an appropriate recommendation.
28. Ask for a specific next step such as a meeting, demonstration, consultation, proposal, follow-up call, or referral.
29. End calls respectfully when the prospect is not qualified or interested.
30. Record relevant prospect information, objections, commitments, and follow-up requirements.
31. Develop a disciplined follow-up sequence.
32. Evaluate personal call performance using measurable criteria.
33. Give and receive constructive feedback during call simulations.
34. Apply the MSS W.A.R.M. C.A.L.L.S.™ Cold Calling Framework.
35. Develop a Personal Cold Calling Improvement and Action Plan.

FROM POINT A TO POINT B

Point A: Common Cold-Calling Challenges	Point B: Desired Cold-Calling Capability
Employees avoid making calls because they expect rejection	Employees approach calls with a prepared and productive mindset
Prospects are selected randomly	Callers identify, research, and prioritize qualified prospects
The caller knows the offer but not the prospect	The caller understands the prospect's context, role, and possible needs
Calls begin with lengthy company introductions	Calls begin with concise, relevant, and credible openings
Employees memorize and recite scripts	Employees use flexible conversation maps and sound natural
The caller immediately presents products and features	The caller earns attention and explores the prospect's situation first
Questions sound like an interrogation	Questions create a consultative and collaborative conversation
The caller dominates the conversation	The caller asks, listens, clarifies, and responds thoughtfully
Value propositions are generic	Value is connected to the prospect's needs, priorities, and desired outcomes
Objections cause panic or defensiveness	Objections are clarified and handled with composure
The caller pressures the prospect	The caller helps the prospect evaluate relevance and possible value
Calls end without direction	Calls conclude with a specific and mutually understood next step
Rejected prospects are discarded immediately	Prospects are categorized for follow-up, nurturing, referral, or closure
Call details are forgotten	Relevant information is recorded accurately
Performance is based on call volume alone	Performance includes contact, conversation, qualification, appointment, and conversion indicators
Employees repeat the same mistakes	Employees review calls, seek feedback, and coach themselves continuously

ORGANIZATIONAL BENEFITS

This **Training on Cold Calling in the Philippines** can help organizations:

- Improve salespeople's confidence in initiating outbound calls
- Increase the consistency of cold-calling activities
- Strengthen prospect research and qualification
- Improve the quality of opening statements
- Reduce generic and overly scripted conversations
- Strengthen professional phone presence
- Improve rapport and trust-building
- Develop stronger discovery-questioning skills
- Improve active listening
- Strengthen value-based communication
- Reduce premature product pitching
- Improve objection-handling confidence
- Increase the number of qualified conversations
- Improve appointment and meeting-setting performance
- Strengthen lead qualification
- Improve follow-up consistency
- Develop more useful call records
- Improve coaching and performance review
- Reduce rejection fatigue
- Strengthen sales pipeline development
- Improve conversion from calls to next-step opportunities
- Build a more consultative and customer-centered sales culture

ONE-DAY COLD CALLING TRAINING PROGRAM OUTLINE

Recommended Schedule: 8:00 AM–5:00 PM

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
8:00–10:00 AM	MODULE 1: COLD-CALLING MINDSET, PROSPECT PSYCHOLOGY, QUALIFICATION, AND PREPARATION Understanding Cold Calling as a Sales Application • Meaning and purpose of cold calling • Cold prospect versus warm prospect • Cold calling, telemarketing,	Cold-Calling Mindset Diagnostic Participants identify the beliefs, fears, assumptions, and habits affecting their willingness and confidence to call prospects. Think Like the Prospect Challenge Teams examine how an unfamiliar decision-maker may react to different cold-call openings.

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	appointment setting, and lead qualification • Cold calling as the beginning of a sales process—not necessarily the final sale • B2B, B2C, professional-services, financial-services, technical, and consultative applications Learning from Firsthand Cold-Calling Experience • Calling prospects who have no prior relationship with the seller • Introducing unfamiliar products or professional services • Dealing with unanswered calls, gatekeepers, dismissive responses, and repeated rejection • Learning which language earns attention and which language immediately loses it • Developing confidence through preparation, repetition, reflection, and adjustment W — Win the Mindset Before Dialing • Cold calling is what the caller makes of it • Belief, attitude, expectation, and behavior • Fear of rejection and fear of interruption • Separating personal worth from the prospect's response • Rejection as timing, qualification, relevance, or current priority • Productive persistence versus aggressive pursuit • Setting realistic activity and outcome expectations • Emotional reset between calls	Qualified or Not Yet Qualified? Participants assess sample leads according to fit, role, possible need, authority, timing, and available information. Prospect Preparation Laboratory Each participant prepares a nonconfidential prospect profile connected to an actual product or service. Outputs: • Cold-Calling Mindset Assessment • Prospect Psychology Map • Ideal Prospect Qualification Checklist • Prioritized Call Preparation Sheet

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	Understanding the Prospect's Initial Psychology • “Who is calling?” • “Why are you calling me?” • “How did you get my information?” • “Is this relevant to me?” • “How long will this take?” • “Are you trying to sell me something?” • The prospect's need for relevance, control, clarity, and credibility A — Analyze and Qualify the Prospect • Ideal customer profile • Individual versus organizational prospects • Industry, size, location, role, authority, and possible need • Lead source and available information • Basic prospect research • Potential fit, urgency, ability, and accessibility • Prioritizing call lists • Avoiding indiscriminate dialing R — Relate the Offer to Relevant Needs • Understanding the product or service beyond its features • Problems the offer may solve • Goals the offer may support • Risks the offer may reduce • Improvements the offer may enable • Matching possible needs with relevant value • Preparing industry- and role-specific relevance statements Preparing Before the Call	

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	• Call objective • Desired next step • Key prospect information • Possible opening • Discovery questions • Likely objections • Supporting information • Backup next steps	
10:00–10:15 AM	Morning Break	Participants take a short break before proceeding to conversation mapping, opening statements, phone presence, and trust-building.
10:15 AM–12:00 NN	MODULE 2: CONVERSATION MAPPING, OPENING THE CALL, PROFESSIONAL PHONE PRESENCE, AND TRUST-BUILDING M — Map the Conversation, Not a Memorized Script • Why rigid scripts frequently sound unnatural • Script versus structure • Having a purpose and plan without sounding rehearsed • Main conversation stages • Possible conversational branches • Preparing flexible language • Knowing what must be communicated without memorizing every word Developing the Cold-Call Conversation Map • Preparation • Introduction • Relevance or reason for calling • Permission or attention check • Initial engagement • Discovery • Value connection • Objection clarification • Next-step commitment	Opening-Line Diagnostic Participants assess sample openings and determine which ones sound generic, manipulative, lengthy, credible, or relevant. First 20 Seconds Challenge Participants create and deliver concise opening statements and receive immediate feedback. Sound Check Laboratory Participants practice tone, pace, clarity, pausing, confidence, and conversational energy. Conversation Map Workshop Participants build a flexible call flow rather than a word-for-word script. Outputs: • Personalized Cold-Call Opening Options • Voice and Phone-Presence Feedback Sheet • Gatekeeper Conversation Guide • Cold-Call Conversation Map

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	• Confirmation and close • Documentation and follow-up Opening the Call Professionally • Identifying oneself clearly • Establishing immediate credibility • Giving a relevant reason for calling • Avoiding lengthy corporate histories • Avoiding misleading introductions • Using honest and respectful language • Earning the next few seconds of attention • Opening alternatives for different prospects and industries The Critical Opening Seconds • Attention before explanation • Relevance before detail • Clarity before persuasion • Avoiding filler words and weak qualifiers • Avoiding overly familiar or manipulative language • Responding when the prospect says, "What is this about?" Professional Phone Presence • Voice as the caller's visible presence • Tone • Pace • Volume • Energy • Clarity • Pronunciation • Strategic pausing • Confidence without arrogance • Warmth without artificial enthusiasm C — Connect Quickly and Create Trust • Cold calling as a conversation, not a	

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	monologue • Finding a relevant point of connection • Demonstrating preparation • Respecting time and boundaries • Listening to verbal and vocal cues • Matching—not mimicking—the prospect’s communication style • Avoiding premature familiarity • Establishing trust through honesty, relevance, competence, and respect Working with Gatekeepers and Initial Contacts • Respectful introductions • Clarifying the appropriate contact person • Avoiding manipulation and misrepresentation • Requesting guidance • Recording decision-maker and process information	
12:00–1:00 PM	Lunch Break	Participants take their lunch break and prepare for consultative discovery, value communication, objection handling, and commitment-setting exercises.
1:00–3:00 PM	MODULE 3: CONSULTATIVE DISCOVERY, ACTIVE LISTENING, VALUE COMMUNICATION, OBJECTION HANDLING, AND NEXT-STEP COMMITMENT A — Ask, Listen, and Articulate Value Using a Consultative and Collaborative Approach • Offering help and guidance rather than applying immediate pressure • Understanding before recommending • Needs-based versus product-centered calling • Helping prospects recognize relevant	Discovery Question Design Laboratory Participants develop consultative questions relevant to their product, service, industry, and target customer. Listen Before You Pitch Exercise Participants practice identifying the prospect’s need before presenting any recommendation. Value Exchange Workshop Teams convert feature-heavy pitches into customer-centered value statements.

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	problems or opportunities • Maintaining curiosity without interrogating Developing Effective Discovery Questions • Current situation • Problems and difficulties • Impact and consequences • Goals and desired improvements • Existing solutions • Satisfaction and gaps • Priorities • Timing • Decision process • Appropriate next step Active Listening During a Cold Call • Listening for facts, emotions, concerns, and priorities • Avoiding interruption • Clarifying vague responses • Paraphrasing and confirming understanding • Using the prospect's language • Recognizing verbal and vocal cues • Knowing when the prospect is open, hesitant, rushed, or disengaged Connecting Needs to Value • Features • Advantages • Benefits • Outcomes • Business or personal value • Cost of the unresolved problem • Value exchange and mutual benefit • Avoiding generic claims and unsupported promises • Tailoring the message according to the prospect's stated situation	Objection Response Ping-Pong Participants practice handling common objections with acknowledgment, clarification, response, and transition. Commitment Ladder Challenge Participants determine the most appropriate next-step request based on the prospect's readiness. Outputs: • Consultative Discovery Question Bank • Product-or-Service Value Map • Common Objection Response Guide • Next-Step Commitment Menu

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	L — Lead Objections Toward a Useful Next Step Understanding Objections • “I’m not interested.” • “We already have a supplier.” • “We already use another solution.” • “Send me information.” • “I’m busy.” • “Call again later.” • “We have no budget.” • “I’m not the decision-maker.” • “Your price may be too high.” • “We do not need that right now.” Avoiding Defensive Selling • Do not argue • Do not immediately defend every feature • Do not attack the competitor or existing provider • Do not assume the first objection is the real concern • Preserve the role of adviser and problem-solver A Constructive Objection Response Process • Listen fully • Acknowledge the concern • Clarify what the objection means • Ask a relevant follow-up question • Respond according to the actual concern • Confirm whether the concern has been addressed • Suggest the most appropriate next step Asking for Commitment	

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	• Meeting • Discovery session • Demonstration • Needs assessment • Proposal • Follow-up call • Permission to send relevant information • Referral to the correct contact • Agreed future timing Closing the Call Professionally • Summarizing relevant points • Confirming commitments • Confirming date, time, participants, and channel • Setting follow-up expectations • Respectfully closing nonqualified or uninterested prospects	
3:00–3:15 PM	Afternoon Break	Participants take a short break before the final full-call simulations, documentation, follow-up, measurement, and self-coaching module.
3:15–5:00 PM	MODULE 4: FULL COLD-CALL SIMULATIONS, CALL DOCUMENTATION, FOLLOW-UP, PERFORMANCE MEASUREMENT, AND SELF-COACHING Integrating the Complete Cold-Call Flow • Mental preparation • Prospect review • Call objective • Opening • Relevance • Connection • Discovery • Value articulation • Objection handling • Commitment	Full Cold-Call Simulation Circuit Each participant conducts complete calls involving opening, discovery, value articulation, objection handling, and next-step commitment. The activity uses realistic role-based prospect situations. Live Coaching and Replay Participants receive specific feedback on preparation, relevance, voice, questioning, listening, value, objections, and call closure. Call Documentation Challenge Participants convert a simulated conversation into a complete and useful call record and

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	• Confirmation • Professional close Adapting to Different Prospect Responses • Interested prospect • Rushed prospect • Skeptical prospect • Talkative prospect • Quiet prospect • Defensive prospect • Existing-customer-of-a-competitor prospect • Unqualified contact • Gatekeeper • Prospect requesting written information L — Log Every Call and Learn from Results • Why a cold caller must also be a recorder • Contact attempt • Contact outcome • Decision-maker information • Needs and interests • Objections • Existing provider or solution • Timing • Commitment • Follow-up action • Relevant personal or organizational details • Privacy, accuracy, and responsible recordkeeping Building the Follow-Up Discipline • Same-day confirmation • Sending relevant—not generic—information • Scheduling follow-up	follow-up plan. Self-Coaching Review Participants evaluate their performance using agreed standards rather than relying only on personal impressions. Final Outputs: • Completed Cold-Call Simulation Scorecard • Prospect Call Record and Follow-Up Plan • Personal Cold-Calling Performance Scorecard • 30-Day Cold Calling Improvement and Action Plan

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	- Referencing prior discussions - Adding value during follow-up - Avoiding excessive or intrusive contact - Nurturing leads that are not yet ready - Closing inactive or unqualified leads appropriately Measuring Cold-Calling Performance - Number of attempts - Contact rate - Meaningful conversation rate - Qualified-lead rate - Appointment or meeting rate - Follow-up commitment rate - Proposal opportunity rate - Conversion rate - Average calls or conversations per result - Quality indicators—not only quantity S — Sustain Follow-Up and Self-Coaching - Reviewing what worked and what did not - Identifying repeated objections - Evaluating opening effectiveness - Reviewing voice and delivery - Measuring question and listening quality - Seeking manager, coach, or peer feedback - Updating conversation maps - Building call confidence through deliberate practice - Becoming one's own sales coach Developing a Sustainable Calling Routine - Call blocks - Preparation periods	

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	- Follow-up periods - Record updating - Daily and weekly review - Continuous improvement commitments	

The emphasis on complete simulations, immediate feedback, recorded-call analysis, objection drills, and personal action planning is consistent with the strongest applied elements of the uploaded Taliform program.

THE MSS W.A.R.M. C.A.L.L.S.™ COLD CALLING FRAMEWORK

W — Win the Mindset Before Dialing

Successful cold calling begins before the prospect answers.

The caller must manage:

- Fear of rejection
- Negative assumptions
- Lack of confidence
- Emotional reactions
- Unrealistic expectations
- Resistance to consistent calling

The goal is not to expect every call to produce a sale. The goal is to prepare, execute the conversation professionally, learn from the response, and create the best available next step.

A — Analyze and Qualify the Prospect

Do not call blindly when relevant information is available.

The caller should understand:

- Who the prospect is
- What role the prospect performs
- What organization the prospect represents
- What needs may reasonably exist
- Why the offer may be relevant
- Whether the prospect has influence or authority
- What information should be confirmed during the call

R — Relate the Offer to Relevant Needs

Prospects are rarely interested in products or services simply because sellers want to sell them.

The caller must connect the offer to:

- A problem
- A need
- A risk
- A goal
- A desired improvement
- A business or personal outcome

M — Map the Conversation, Not a Memorized Script

A script may provide guidance, but rigid memorization can make the call sound mechanical.

A conversation map provides:

- Direction
- Key questions
- Required information
- Possible transitions
- Likely objections
- Alternative next steps

The caller knows where the conversation should go while remaining responsive to the prospect.

C — Connect Quickly and Create Trust

The caller must earn enough trust for the conversation to continue.

Trust begins through:

- Honesty
- Relevance
- Respect
- Preparation
- Clarity
- Appropriate confidence
- Genuine interest
- Professional phone presence

A — Ask, Listen, and Articulate Value

Consultative cold calling is not a nonstop product presentation.

The caller:

- Asks relevant questions
- Listens carefully

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- Clarifies the situation
- Identifies needs and consequences
- Connects the offer with appropriate value
- Avoids recommending what the prospect does not need

L — Lead Objections Toward a Useful Next Step

An objection should not automatically trigger argument, pressure, surrender, or defensive selling.

The caller should:

- Listen
- Acknowledge
- Clarify
- Respond
- Confirm
- Transition

The appropriate outcome may be a meeting, follow-up, referral, information request, future call, or respectful closure.

L — Log Every Call and Learn from Results

Memory is not an effective customer relationship management system.

The caller should record:

- What happened
- What was learned
- What the prospect needs
- What concerns were raised
- What commitment was made
- What must happen next
- When follow-up should occur

S — Sustain Follow-Up and Self-Coaching

Results improve when the caller studies personal performance.

The caller should review:

- Opening effectiveness
- Call quality
- Questions
- Listening
- Value communication
- Recurring objections
- Commitment requests
- Follow-up consistency

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- Conversion patterns

COLD-CALLING TOPICS COVERED

Depending on the client's requirements, the program may cover:

1. Cold-calling fundamentals
2. Cold calling versus telemarketing
3. Outbound sales calls
4. Prospect psychology
5. Cold-calling mindset
6. Fear of rejection
7. Call confidence
8. Prospect qualification
9. Prospect research
10. Ideal customer profiles
11. Call preparation
12. Call objectives
13. Flexible conversation mapping
14. Cold-call opening statements
15. The first 10 to 20 seconds
16. Phone presence
17. Tone, pace, volume, and clarity
18. Rapport-building
19. Trust-building
20. Gatekeeper handling
21. Consultative questioning
22. Discovery questions
23. Active listening
24. Needs analysis
25. Value propositions
26. Features, benefits, outcomes, and value
27. Product and service positioning
28. Common objections
29. Objection clarification
30. Nondefensive responses
31. Appointment setting
32. Meeting and demonstration requests
33. Follow-up commitments
34. Professional call closure
35. Call documentation
36. Lead nurturing
37. Follow-up discipline

38. Cold-calling performance indicators
39. Call coaching
40. Full call simulations
41. Peer and facilitator feedback
42. Personal action planning

COMMON COLD-CALLING MISTAKES COVERED

Participants learn how to avoid:

1. Calling without a defined objective
2. Contacting poorly qualified prospects
3. Conducting no prospect research
4. Expecting immediate sales from every call
5. Taking rejection personally
6. Reading a script word for word
7. Speaking too quickly
8. Using an artificial or overly enthusiastic tone
9. Beginning with a long company history
10. Asking "How are you?" without genuine conversational relevance
11. Using misleading introductions
12. Talking excessively about the seller
13. Listing features before uncovering needs
14. Asking too many closed questions
15. Interrupting the prospect
16. Ignoring vocal cues
17. Giving generic value propositions
18. Making unsupported claims
19. Arguing with objections
20. Becoming defensive about the company or product
21. Criticizing competitors
22. Treating "send me information" as a complete sales commitment
23. Pressuring a busy prospect
24. Failing to ask for a specific next step
25. Ending without confirming commitments
26. Failing to record call information
27. Sending generic follow-up messages
28. Following up too frequently or not at all
29. Measuring only the number of calls
30. Repeating ineffective language
31. Failing to seek coaching
32. Avoiding practice because it feels uncomfortable
33. Depending entirely on motivation rather than a calling routine

34. Discarding every prospect who is not immediately ready
35. Treating cold calling as a one-time event rather than a process

SAMPLE SALES APPLICATIONS

Scenarios may be customized for:

- Business-to-business products and services
- Professional training and consulting
- Technology and software solutions
- Enterprise resource planning systems
- Financial products and advisory services
- Insurance
- Property and real-estate services
- Recruitment and manpower services
- Logistics and transportation
- Manufacturing and industrial products
- Healthcare services
- Business-process outsourcing
- Corporate event services
- Marketing and advertising
- Membership and association recruitment
- Wholesale and distribution
- Hospitality and venue sales
- Education and certification programs
- Subscription services
- Account reactivation
- Appointment setting
- Lead qualification
- Product demonstrations
- Needs-assessment meetings

TRAINING METHODS

The original MSS materials specify a concept-to-application approach supported by practical discussions, icebreakers, and extensive practice.

Consistent with the MSS **EnterTRAINment®** approach, this program may use:

- Firsthand practitioner stories and lessons
- Facilitator-led interactive discussions
- Cold-calling mindset diagnostics
- Prospect-psychology exercises

- Qualification challenges
- Prospect-research activities
- Opening-line makeovers
- Conversation-map development
- Voice and phone-presence drills
- Discovery-question laboratories
- Active-listening exercises
- Value-proposition workshops
- Objection-handling drills
- Appointment-setting practice
- Gatekeeper scenarios
- Full cold-call simulations
- Real-play calls when authorized
- Peer observation
- Immediate facilitator coaching
- Call documentation exercises
- Performance-scorecard development
- Self-coaching reflection
- Workplace action planning

TARGET PARTICIPANTS

This **Cold Calling Training in the Philippines** is suitable for:

- Sales representatives
- Sales executives
- Account executives
- Account managers
- Business development officers
- Business development managers
- Telemarketers
- Appointment setters
- Lead-generation personnel
- Financial advisors
- Insurance agents
- Property consultants
- Recruitment consultants
- ERP and technology consultants
- Technical sales professionals
- Customer acquisition teams
- Inside-sales personnel
- Sales support employees
- Entrepreneurs

**MSS SUCCESS SPACES**

Units 2K-2L, 2nd Floor E.C. Valle Commercial Center M.L.
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- Freelancers and independent professionals
- Consultants and professional-service providers
- Employees responsible for prospect outreach
- Newly hired salespeople
- Experienced sellers requiring refreshed outbound-calling skills

EXPECTED PARTICIPANT OUTPUTS

Participants may complete:

1. Cold-Calling Mindset Assessment

Evaluating:

- Confidence
- Fear of rejection
- Call preparation
- Persistence
- Emotional control
- Learning orientation

2. Ideal Prospect Qualification Checklist

Containing:

- Target industry
- Organization profile
- Prospect role
- Possible need
- Authority or influence
- Fit
- Available information
- Calling priority

3. Prospect Call Preparation Sheet

Showing:

- Prospect information
- Call objective
- Relevance statement
- Opening options
- Discovery questions
- Possible objections
- Desired next step

4. Cold-Call Conversation Map

Covering:

- Opening
- Relevance
- Connection
- Discovery
- Value
- Objections
- Commitment
- Confirmation
- Close

5. Consultative Discovery Question Bank

Including questions about:

- Present situation
- Problems
- Consequences
- Goals
- Existing solutions
- Gaps
- Priorities
- Timing
- Decision process

6. Product-or-Service Value Map

Connecting:

- Product or service
- Relevant feature
- Customer benefit
- Business outcome
- Prospect need
- Supporting proof

7. Objection Response Guide

Covering:

- Common objection
- Possible meaning
- Clarifying question
- Appropriate response
- Next-step transition

8. Cold-Call Simulation Scorecard

Assessing:

- Preparation
- Opening
- Relevance
- Voice
- Rapport
- Questions
- Listening
- Value
- Objections
- Commitment
- Closure

9. Cold-Calling Performance Scorecard

Tracking:

- Calls attempted
- Contacts reached
- Meaningful conversations
- Qualified prospects
- Follow-up commitments
- Meetings booked
- Proposals generated
- Conversions

10. Thirty-Day Cold Calling Improvement Plan

Identifying:

- Calling target
- Priority prospects
- Improvement area
- Required practice
- Performance indicator
- Coaching requirement
- Review schedule

DELIVERY OPTIONS

The program may be delivered as:

- Onsite or face-to-face in-house training
- Live instructor-led online training
- Hybrid training
- Half-day Cold Calling Skills Booster

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- One-day Cold Calling Training workshop
- Two-day Advanced Cold Calling and Appointment-Setting program
- Multi-session outbound-sales capability program
- Department-specific cold-calling training
- Cold Calling Training for Financial Advisors
- B2B Cold Calling Training
- Telemarketing and Cold Calling Training
- Cold Calling for Consultants and Professional-Service Providers
- Cold Calling for Technology and ERP Sales Teams
- Cold Calling for Real-Estate and Financial-Sales Teams
- Manager-led Call Coaching workshop
- Customized Cold Calling Playbook Development
- Post-training sales performance coaching

A two-day or multi-session format is recommended when participants must conduct several rounds of simulations, make supervised real-play calls, review recorded conversations, build a company-specific call playbook, and undergo individual coaching.

RECOMMENDED CUSTOMIZATION INPUTS

The client may provide nonconfidential information regarding:

- Products and services
- Target industries
- Ideal customer profiles
- Buyer roles
- Lead sources
- Existing call scripts
- Current opening statements
- Frequently encountered objections
- Value propositions
- Appointment or conversion goals
- Current calling process
- Follow-up procedures
- Customer relationship management practices
- Call-performance indicators
- Sample anonymized call recordings
- Participant experience levels
- Desired sales outcomes

Customer personal information, confidential account details, restricted pricing, passwords, trade secrets, and sensitive commercial data are not required.

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FREQUENTLY ASKED QUESTIONS

What is Cold Calling Training?

Cold Calling Training in the Philippines develops participants' ability to prepare for, initiate, manage, and improve outbound sales conversations with prospects who may have no prior relationship with the caller or company.

Is cold calling still effective?

Cold calling can remain useful when organizations target qualified prospects, establish relevance quickly, communicate credibly, ask consultative questions, handle resistance professionally, follow up consistently, and measure results. Random dialing and generic scripted pitching are less likely to produce strong outcomes.

Is cold calling the same as telemarketing?

They overlap, but they are not always identical. Telemarketing may include broader telephone-based marketing, lead generation, surveys, customer reactivation, appointment setting, and sales. Cold calling specifically involves initiating contact with an unfamiliar or previously unengaged prospect.

Does the training teach scripts?

The program may help participants develop opening statements, question guides, objection responses, and call language. However, it emphasizes a flexible **conversation map** rather than rigid script memorization.

Does the program include role-playing?

Yes. The program includes structured call simulations, prospect-role scenarios, objection drills, voice practice, peer feedback, and facilitator coaching.

Can participants practice using our actual products or services?

Yes. Activities may be customized using nonconfidential information about the organization's products, services, customers, value propositions, and typical objections.

Does the training cover objection handling?

Yes. Participants learn to listen, acknowledge, clarify, respond, confirm, and transition without arguing, pressuring, or becoming defensive.

Will participants learn appointment setting?

Yes. Participants learn how to transition from a productive conversation to an appropriate next step such as a meeting, demonstration, consultation, proposal, follow-up call, or referral.

Does the program cover phone presence?

Yes. Participants practice tone, pace, volume, clarity, energy, pausing, confidence, and conversational delivery. Previous MSS client programs likewise emphasized voice tone, pacing, credibility, and guided call simulations.

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Can real calls be conducted during the training?

Supervised real-play calls may be included when approved by the client and when appropriate prospect lists, consent practices, facilities, systems, and safeguards are available.

Is the program applicable to B2B sales?

Yes. The program is particularly relevant to B2B sellers who must reach decision-makers, introduce unfamiliar solutions, qualify business needs, and secure discovery meetings or demonstrations.

Is the program applicable to financial advisors and insurance agents?

Yes. The foundational MSS materials were originally applied to financial advisors and focused on turning initial attention into interest, desire, and long-term client opportunities.

Can this be delivered online?

Yes. Virtual delivery may use breakout-room role-plays, digital call maps, voice exercises, simulated prospects, collaborative worksheets, and immediate facilitator feedback.

RELATED SALES TRAINING PROGRAMS

Organizations may also consider:

- Sales Prospecting and Lead Generation Training
- Telemarketing Training
- Consultative Selling Skills Training
- Sales Communication Training
- Value-Based Selling Training
- Objection Handling and Closing Skills Training
- Appointment-Setting Training
- Professional Phone Skills Training
- Account Development and Relationship Management Training
- Customer Needs Analysis Training
- Business-to-Business Sales Training
- Sales Negotiation Training
- Sales Presentation Training
- Key Account Management Training
- Sales Performance Coaching
- Customer Service Excellence Training

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WHY CHOOSE MSS CORPORATION AND MENTOR MYRON STA. ANA?

This program is not positioned merely as a collection of generic cold-calling tips gathered from sales books. It draws from **Mentor Myron Sta. Ana's personal experience as a business owner, corporate trainer, consultant, speaker, facilitator, and sales practitioner who has personally called unfamiliar prospects and leads to introduce and offer products and professional services.**

His lessons include the practical realities of:

- Preparing before dialing
- Reaching people who are unfamiliar with the caller
- Earning attention quickly
- Presenting intangible professional services
- Explaining relevance without overtalking
- Handling gatekeepers
- Receiving immediate rejection
- Responding to objections
- Asking for meetings and next steps
- Following up with undecided prospects
- Recording call results
- Improving language and delivery through repeated experience

The program modernizes the original MSS **"When Cold Calling Becomes Warm"** content while preserving its central philosophy: successful cold calling is conversational, needs-based, consultative, trust-centered, value-driven, properly documented, and continuously improved.

The Taliform application of the program likewise focused on credible openings, pain-point-based value communication, composure through rejection, structured call flow, professional voice delivery, and booking discovery meetings.

Through the MSS **W.A.R.M. C.A.L.L.S.™ Framework** and **EnterTRAINment®** methodology, participants do not simply memorize what to say. They practice how to think, prepare, connect, ask, listen, communicate value, respond, document, follow up, and improve.

REQUEST A CUSTOMIZED PROGRAM

Organizations searching for **Cold Calling Training in the Philippines, Training on Cold Calling in the Philippines, Effective Cold Calling Training in the Philippines, Cold Calling Skills Training in the Philippines, B2B Cold Calling Training, or Telemarketing and Cold Calling Training in the Philippines** may request a customized program based on their industry, products, services, target customers, prospecting process, common objections, participant experience, appointment-setting goals, and desired sales outcomes.

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Win the mindset. Analyze the prospect. Relate the offer. Map the conversation. Connect and create trust. Ask, listen, and articulate value. Lead objections toward a next step. Log every call. Sustain follow-up and self-coaching.