



THE STATE OF COLD CALLING

FROM ORUM'S STUDY OF

1 BILLION+

COLD CALLS

IN COLLABORATION WITH

JASON BAY



FOUNDER & CEO AT OUTBOUND SQUAD™

METHODOLOGY

This report draws on one of the largest and most current datasets on cold calling ever assembled, over **one billion** outbound dials made through the Orum platform, spanning more than **8 million verified job titles** across hundreds of industries.

Our data science team partnered with Jason Bay and Outbound Squad to turn this raw activity into actionable insight. We went beyond surface-level stats, layering in factors such as connect rates by persona, seniority mapping, time-of-day pickup patterns, and dialing method performance.

We intentionally chose not to analyze results through an industry lens. Instead, our focus was on the **exact role you're calling into**, regardless of sector. This provides cleaner, more actionable insights for cold callers, since the challenges and availability patterns of a VP of Sales tend to be consistent whether they work in SaaS, manufacturing, or financial services.

We determined persona and seniority based on each individual job title. For example, a VP of Sales was grouped under the Sales persona with a seniority level of VP. The Data persona is defined as data analysts, ML/AI engineers, data scientists, etc. The Admin persona includes gatekeeper roles like Administrative Assistants or Executive Assistants. If their title specifies a seniority (EA to the CEO), they're mapped to that level. More general titles (Office Admin) are mapped as ICs.

Whether you're calling into small businesses or Fortune 500 enterprises, the strategies here are designed to be universally applicable, while still offering persona-specific nuances for those ready to go deeper.

All metrics were anonymized, aggregated, and analyzed to ensure statistical integrity.

COLD CALLING IS *DEAD*.

How many years have we been seeing this? If you only consumed sales content on LinkedIn, you'd think that every form of outbound is dead.

THIS ISN'T ROOTED IN REALITY AT ALL.

Reports of the death of cold calling have been greatly exaggerated.

Revenue teams using Orum have booked more than a million meetings, resulting in billions of dollars in pipeline. Cold calling is trusted by Orum's customers like IBM, Ramp, Shipstation, Crunchbase, and Abnormal Security, who use Orum daily to have more conversations with their ICP.

These teams close hundreds of millions of dollars every year from deals sourced through cold calling.

"Cold calling is dead," is what people who don't cold call well are saying. But you, as the cold call savant, know that it works, but you're also hungry for that data to bring your team to the next level. Don't worry, we've got you.

CALLS MADE IN ORUM

1 BILLION+

WERE ANALYZED TO ANSWER:

- Do connect rates vary by persona and seniority level?
- How does power vs. parallel dialing affect these rates?
- When is the best time to call?



Along the way, **we'll share tactical ways** to put these insights into action.

WHO’S PICKING UP THE *PHONE*?

If you use AI or Google to search for “Who is picking up cold calls?”, you’ll find out-of-date data or, even worse, no data at all.



In this report, we’ve analyzed more than one billion calls made on the Orum platform and extracted insights to provide information on who is answering the phone. Crucially, we’ve provided this data by specific persona and seniority to help you develop strategies tailored to these connect rates.

Overall Connect Rate By Persona and Seniority

SENIORITY					
Persona*	C-suite	VP	Director	Manager	IC
Admin	6.6%	4.8%	6.6%	8.1%	6.0%
Customer Success	3.5%	3.5%	4.1%	5.6%	4.9%
Cyber Security	2.1%	2.2%	2.2%	2.7%	3.3%
Data	3.0%	2.9%	3.0%	3.4%	4.2%
Engineering	4.1%	3.8%	3.9%	4.8%	4.2%
Finance	4.5%	3.8%	4.4%	5.3%	5.8%
Human Resources	3.3%	3.5%	4.0%	4.4%	4.3%
IT	2.6%	2.7%	3.5%	4.0%	4.3%
Legal	4.3%	3.9%	4.2%	4.8%	4.5%
Marketing	3.2%	3.2%	3.5%	3.3%	4.0%
Operations	4.7%	4.2%	4.8%	6.1%	5.7%
Product	3.4%	3.7%	4.2%	5.2%	4.9%
Sales	4.0%	5.3%	6.1%	6.8%	7.6%

*In this report, “**persona**” is a role-based category that groups similar job titles for consistent comparison across companies and industries. Each persona includes multiple related titles, mapped to standardized seniority levels (C-suite, VP, Director, Manager, Individual Contributor). See the Methodology section for full details on persona and seniority mapping.

THE REAL *COLD CALL* HIERARCHY

Whether you're aiming to book a meeting or build pipeline momentum, knowing who's answering can make or break your connect rate. This data isn't just about setting your expectations in terms of who will answer your calls. It's about beginning to build a strategy for how to multi-thread accounts, build momentum, and land the right meetings.



Start at the top. Yes, really.

Don't shy away from dialing the C-suite. With an average connect rate of 4.0%, 6.6% in Admin, and 4.5% in Finance, senior leaders are often just as reachable, and sometimes more, than other roles. This is a golden chance to create an above-the-line champion early.



VPs are the hardest personas to reach.

At first glance, the gap between VPs (3.8%) and the C-suite (4.0%) looks small, just 0.2%. But that difference adds up fast. Over 1,000 dials, it's the difference between 20 extra conversations. Over a year of consistent outreach, that gap can mean hundreds of missed connections. Their calendars are slammed, and their time is fiercely protected. Meanwhile, ICs lead the way at 5.3% and Managers follow at 4.9%. To maximize chances, start lower in the org to surface real pain and proof points, then bring those insights up to secure VP buy-in.



Individual contributors pick up.

Want conversations? Go to the source. ICs boast the highest overall connect rate at 5.3%, with standout personas like Sales at 7.6% and Executive Leadership ICs at 7.4%. These folks know the day-to-day pains and often point you directly to the decision-maker.



Cybersecurity and IT don't answer.

This may feel like confirmation bias, but the personas most concerned with data privacy are the hardest to reach. Their connect rates average just 3.7% and 2.5% respectively, the lowest in the data. The good news is that there are plenty of people within this persona who answer the phone 20% of the time (more on Orum's hot number data later), so definitely use Orum to help you identify who's most likely to engage.

DIFFERENT TOOLS FOR DIFFERENT JOBS

When it comes to dialing, there’s no single winner. The data shows clear differences between Power and Parallel but those differences are really about how teams use each mode and when they work best.

Power = Precision

Power dialing generally delivers higher connect rates, especially with senior leaders. That’s because teams often use Power on hot lists, high-value contacts, or executive personas where every conversation matters. The slower pace creates space to review notes, sharpen your opener, and land more targeted conversations.

POWER CONNECT RATE BY PERSONA AND SENIORITY					
Persona*	C-suite	VP	Director	Manager	IC
Admin	7.3%	5.8%	7.4%	9.0%	5.7%
Customer Success	4.3%	5.0%	6.2%	7.0%	6.7%
Cyber Security	2.7%	2.5%	3.1%	3.5%	3.6%
Data	3.2%	3.2%	3.2%	3.5%	4.2%
Engineering	3.7%	4.7%	5.2%	5.1%	6.2%
Executive Leadership	5.4%	5.0%	6.6%	7.5%	8.4%
Finance	4.9%	4.2%	4.6%	5.3%	6.0%
Human Resources	3.6%	3.6%	4.3%	4.5%	4.8%
IT	3.2%	2.6%	4.2%	4.1%	4.6%
Legal	4.6%	4.2%	4.5%	5.0%	5.0%
Marketing	4.7%	5.2%	5.3%	4.7%	5.6%
Operations	5.3%	4.5%	5.2%	6.3%	6.1%
Product	3.6%	4.0%	4.4%	5.3%	5.5%
Sales	6.1%	4.5%	5.5%	7.0%	8.0%

Parallel = Scale

Parallel dialing is designed for efficiency. Reps often turn to Parallel for larger, lower-connect-rate lists, where the goal is to surface opportunities quickly. While raw connect rates may look slightly lower, Parallel drives more at-bats in less time, and conversation quality remains strong. For ICs and manager-level contacts, Parallel can match Power on both pickup and talk time, while giving reps more volume.

PARALLEL CONNECT RATE BY PERSONA AND SENIORITY					
Persona*	C-suite	VP	Director	Manager	IC
Admin	6.3%	6.1%	6.2%	7.1%	4.7%
Customer Success	3.4%	5.0%	3.7%	7.0%	3.6%

Cyber Security	2.1%	3.2%	2.1%	2.6%	2.2%
Data	3.2%	4.1%	3.1%	3.5%	3.0%
Engineering	3.7%	5.4%	3.9%	5.2%	3.9%
Executive Leadership	4.2%	6.2%	5.4%	6.8%	4.3%
Finance	4.5%	5.8%	4.3%	5.3%	3.9%
Human Resources	3.7%	4.7%	4.4%	4.7%	3.8%
IT	2.6%	4.2%	3.3%	3.5%	3.3%
Legal	4.2%	4.4%	4.2%	4.8%	3.9%
Marketing	3.4%	3.9%	3.6%	3.6%	4.0%
Operations	4.5%	5.4%	4.6%	5.7%	4.3%
Product	3.5%	4.6%	4.2%	5.0%	3.8%
Sales	3.8%	8.1%	4.7%	6.0%	4.6%

BLENDING FOR *MAXIMUM IMPACT*

The data shows there’s no single “best” dialer; the real advantage comes from matching the method to the moment.

Power dialing gives you precision and presence, making it ideal for high-value conversations with senior decision-makers. Parallel brings scale and speed, perfect for surfacing opportunities quickly in IC-heavy segments.

The most effective outbound teams use both. They rely on Parallel to flood the top of the funnel with fresh conversations, then shift to Power to go deeper with the contacts most likely to influence or approve a deal. By switching gears based on the persona, seniority, and stage of the conversation, they get the reach of high-volume calling and the conversion quality of targeted outreach.

When you blend the two, you’re not choosing between quantity and quality; you’re engineering an approach that delivers both.

WHEN’S THE BEST TIME TO *CALL*

Use this heatmap to spot when your target personas are most likely to pick up – and adjust your call blocks accordingly.

How to put this into action:

-  Find your persona and look at the seniority breakdowns
-  Are there personas you ignore that have high pickup rates?
-  Are you spending too much time on personas with low pickup rates?
-  When could reps be more strategic about the time and day of their calls to maximize pickup rates?

OVERALL CONNECT RATE (%)



CONNECT RATE TIMES BY PERSONA AND SENIORITY

Persona	Seniority	Time												
		6	7	8	9	10	11	12	13	14	15	16	17	18
Admin	C-suite	10.7	7.9	7.2	6.7	8.8	6.9	7.3	6.7	5.4	4.8	4.4	4.9	4.2
Admin	VP	4.1	3.6	3.8	3.3	4.8	8.1	9.2	4.0	3.1	3.9	6.8	11.2	2.5
Admin	Director	9.8	7.6	9.7	11.9	7.2	9.3	12.9	8.8	5.3	7.4	6.3	10.8	3.1
Admin	Manager	8.9	7.0	9.6	9.4	10.5	8.9	7.8	8.9	7.5	5.8	5.6	3.5	4.9
Admin	IC	4.2	8.7	7.1	7.2	7.8	8.2	7.0	7.7	7.9	5.9	8.5	4.1	3.8
Customer Success	C-suite	1.2	10.6	1.4	11.3	3.0	3.6	5.3	4.0	2.8	4.9	3.2	2.7	3.9
Customer Success	VP	25.0	1.0	16.2	9.1	9.7	2.1	1.8	2.1	9.2	11.3	2.2	1.4	9.5
Customer Success	Director	3.5	4.3	5.6	6.8	6.6	7.3	7.0	6.5	5.2	4.6	5.6	3.0	1.7
Customer Success	Manager	9.0	10.0	5.3	8.5	9.7	7.3	8.0	6.9	6.2	5.4	4.9	2.3	1.1
Customer Success	IC	6.9	3.1	3.7	8.1	10.7	7.5	7.0	4.3	6.9	5.6	5.9	5.8	1.0
CyberSecurity	C-suite	2.4	3.8	4.2	6.8	5.2	3.3	3.7	2.8	4.5	4.4	5.9	2.4	5.2
CyberSecurity	VP	1.6	2.5	4.4	3.7	5.4	4.7	5.4	3.7	4.5	4.5	4.1	2.0	5.1
CyberSecurity	Director	3.5	3.7	7.0	5.2	4.6	8.0	4.8	5.7	3.7	3.2	4.0	3.8	5.3
CyberSecurity	Manager	3.8	3.7	5.4	6.7	6.2	5.3	5.4	6.8	5.1	6.1	4.1	4.0	2.8
CyberSecurity	IC	4.4	5.2	5.7	6.8	6.2	6.4	5.8	7.0	6.8	5.6	4.9	3.8	7.6
Data	C-suite	1.9	1.6	9.3	9.1	6.8	4.9	5.6	5.1	5.0	8.8	4.8	3.4	2.0
Data	VP	2.0	6.8	3.9	6.0	5.1	5.0	6.3	5.9	5.4	4.4	3.9	3.1	2.6
Data	Director	5.3	4.0	5.3	4.6	5.5	4.8	5.2	4.8	4.1	5.0	5.1	2.9	8.6
Data	Manager	5.2	5.9	5.5	4.7	5.3	5.8	5.7	5.0	5.0	4.8	4.0	5.0	3.7
Data	IC	4.1	4.6	5.1	6.2	5.7	5.5	5.3	5.4	5.7	5.6	4.9	2.6	4.6
Engineering	C-suite	8.0	7.2	6.1	4.8	5.4	6.0	4.7	5.8	6.0	4.1	6.6	3.3	2.3
Engineering	VP	4.8	4.7	5.3	6.0	8.5	4.8	7.9	4.2	4.8	5.7	4.9	4.3	2.0
Engineering	Director	6.1	6.9	7.6	7.0	6.8	6.0	6.4	6.9	7.0	5.5	5.6	3.6	4.3
Engineering	Manager	9.2	8.8	7.9	6.6	6.9	6.1	6.7	6.9	7.1	5.8	5.9	3.7	5.6
Engineering	IC	6.0	7.7	6.4	6.5	6.7	6.6	6.9	6.7	6.5	5.8	5.2	5.8	4.5
Finance	C-suite	5.9	4.2	4.2	7.3	5.0	5.3	5.5	5.6	8.1	5.3	4.7	3.7	4.0
Finance	VP	3.6	2.5	3.0	4.5	5.3	4.5	4.5	5.1	4.3	3.9	6.2	3.2	2.8
Finance	Director	6.4	5.0	5.6	6.9	5.7	6.1	5.3	6.5	6.1	5.6	4.9	4.2	4.4
Finance	Manager	6.6	6.1	6.3	7.5	7.4	7.3	6.7	7.1	7.2	5.9	5.9	4.8	5.2
Finance	IC	4.8	6.2	6.4	6.6	6.7	6.8	6.5	6.6	7.0	6.3	6.2	5.3	3.9

Human Resources	C-suite	3.7	3.7	4.7	4.8	5.3	5.2	4.8	4.4	3.7	3.7	4.5	3.1	2.0
Human Resources	VP	4.0	8.2	4.3	5.7	3.6	3.6	3.5	4.2	4.4	4.6	8.7	4.3	1.8
Human Resources	Director	5.2	4.5	5.8	5.9	5.8	5.8	5.6	5.0	5.2	4.4	4.3	2.6	1.6
Human Resources	Manager	5.2	5.9	6.6	6.8	6.0	6.2	6.2	6.5	5.8	5.2	4.7	4.1	4.9
Human Resources	IC	5.9	5.6	7.2	7.2	6.0	7.1	6.6	6.4	6.1	4.8	5.3	2.9	3.2
IT	C-suite	4.7	6.7	5.2	5.6	4.6	4.3	5.1	4.6	4.6	4.1	3.9	2.6	3.0
IT	VP	2.9	3.2	6.2	4.4	3.9	3.7	5.3	3.5	3.5	3.3	2.4	2.2	4.1
IT	Director	4.4	5.6	5.7	5.9	6.3	6.2	5.7	5.4	5.7	4.5	4.0	2.8	2.4
IT	Manager	6.0	4.7	6.5	6.1	6.2	6.5	6.2	5.5	5.7	5.1	4.4	3.1	2.3
IT	IC	6.2	6.4	6.1	7.0	6.2	6.4	6.1	6.1	5.8	5.1	4.7	4.0	3.0
Legal	C-suite	4.3	5.5	5.2	8.4	4.3	7.2	7.2	5.7	5.3	7.1	4.4	4.7	2.1
Legal	VP	2.1	2.9	5.6	5.5	7.0	7.5	6.6	6.6	6.0	4.7	3.6	2.5	2.7
Legal	Director	6.2	6.4	5.1	7.4	6.4	6.4	6.0	5.9	6.3	5.7	4.9	2.2	3.2
Legal	Manager	7.0	4.8	5.4	6.2	6.8	7.5	5.9	6.2	6.9	6.8	5.9	3.8	9.6
Legal	IC	4.9	7.0	5.6	7.1	6.6	6.0	6.3	6.4	6.3	5.9	5.2	8.0	2.9
Marketing	C-suite	6.9	4.5	4.4	3.7	5.0	6.2	4.3	5.6	6.7	4.9	4.3	2.8	4.9
Marketing	VP	2.9	3.0	4.3	3.8	4.1	4.4	6.8	9.9	3.6	4.8	3.8	4.8	1.6
Marketing	Director	5.3	8.0	5.4	6.2	6.4	6.5	5.6	6.8	5.2	5.7	5.1	4.2	4.3
Marketing	Manager	7.9	5.8	4.5	6.8	7.4	5.9	5.9	7.7	5.9	4.1	5.2	4.0	4.5
Marketing	IC	8.9	5.6	5.2	9.2	5.8	6.7	5.9	5.8	6.4	5.0	8.1	2.6	3.6
Operations	C-suite	4.2	7.9	5.9	5.5	6.3	7.2	6.0	9.1	7.2	7.7	6.1	3.6	4.1
Operations	VP	6.3	4.2	6.7	5.2	4.4	8.4	9.5	6.6	6.2	4.6	7.7	4.8	7.6
Operations	Director	5.9	7.5	6.1	6.8	6.7	7.1	6.6	6.4	6.5	5.8	5.4	4.5	3.8
Operations	Manager	7.4	5.8	7.5	7.6	7.6	8.1	7.6	7.5	7.6	6.4	5.5	4.6	3.1
Operations	IC	6.4	6.7	7.5	8.1	7.5	7.6	8.2	7.8	8.2	7.6	7.4	7.2	2.5
Product	C-suite	6.4	5.8	4.0	5.0	7.3	6.1	6.1	4.9	5.3	4.2	6.9	2.5	2.4
Product	VP	2.0	7.0	2.0	5.7	4.8	3.6	4.9	7.5	4.0	6.4	5.3	3.5	4.6
Product	Director	7.8	7.4	7.4	8.0	5.4	5.1	6.0	5.0	4.8	5.0	5.0	4.0	2.3
Product	Manager	5.0	5.3	5.5	6.0	6.3	6.6	5.9	6.7	6.7	6.2	5.3	5.4	2.1
Product	IC	5.5	9.3	6.4	6.8	6.5	6.8	9.1	7.3	5.1	5.2	4.5	7.6	5.0
Sales	C-suite	5.1	2.2	4.0	4.4	6.3	6.9	4.6	5.8	5.0	4.5	4.3	4.0	2.0
Sales	VP	3.2	5.4	4.2	7.4	8.2	9.3	6.5	8.1	4.7	5.2	5.2	5.3	6.9
Sales	Director	5.5	5.6	6.9	6.4	7.5	7.3	7.0	7.9	7.3	6.5	5.9	4.7	3.6
Sales	Manager	7.8	8.1	7.0	7.6	7.9	9.0	8.6	8.8	7.7	7.4	6.7	5.6	8.0
Sales	IC	5.5	6.5	7.9	8.7	9.2	9.3	8.9	8.5	8.6	8.0	7.4	4.9	5.3

Note: Time is based on the prospect's timezone, not the rep calling. All numbers are percentages.

WHO TO *DIAL* THROUGHOUT THE DAY



EARLY MORNING

8 AM – 10 AM

Best for:

- Managers in IT and Customer Success

Why it works:

01

These personas often **start their day early to prep for meetings** and handle admin tasks before their teams come online.

02

They may have **more autonomy** over their calendars and check phones/emails before deep work begins.

03

Fewer meetings early = **more availability to pick up unscheduled calls.**



Tactic: Target this window with thoughtful, value-forward intros. They're more open to strategic conversations when not yet buried in the day.



MIDDAY

11 AM – 1 PM

Best for:

- Managers in HR
- ICs and Managers in Sales
- ICs in Customer Success
- ICs in Marketing

Why it works:

01

ICs may have wrapped morning prospecting/meetings and are checking voicemails or multitasking while grabbing lunch.

02

Midday can be a lull in structured activity, especially for roles tied to collaboration or outbound functions.



Tactic: Use this time to catch ICs coming up for air—consider testing voicemails and callbacks here too.

WHO TO DIAL THROUGHOUT THE DAY



AFTERNOON

2 PM – 5 PM

Mixed results

Some senior personas in roles like **Engineering, Operations, or IT** may occasionally pick up around 3–4 PM.

However, many personas, particularly those in **Admin, Finance, and Marketing**, tend to have lower connect rates later in the day.

Why it drops off:

01

Afternoon is meeting-heavy, especially for decision-makers.

02

Energy and focus wane—most aren't looking to engage with unknown callers at this time.

03

ICs are executing tasks, while leaders are deep in reviews or 1:1s.

 **Tactic:** Avoid calling Admin, Finance, or Marketing personas late in the day unless it's a warm follow-up or triggered outreach.



LATE DAY

After 5 PM

Generally low across the board.

Exceptions may exist with **Sales or Customer Success ICs**, especially in earlier time zones still working.

Why it's a miss:

01

Most professionals are transitioning out of work mode or wrapping their day.

02

Gatekeepers (admins) are especially unavailable.

 **Tactic:** Shift late-day efforts to personalized emails or social touches instead of cold calls.

OTHER INSIGHTS WORTH NOTING

- **Gatekeeper (Admin) personas** are best reached in **late morning to early afternoon (10 AM – 1 PM)** — likely because they're coordinating schedules and managing inbound requests during that window.
- **Technical roles (IT, Engineering)** are less responsive during heads-down blocks, especially **10 AM – 12 PM and 2 PM – 4 PM** — try early morning or after lunch.
- **Sales Managers and ICs** show the **broadest connection window**, making them great targets throughout the day.

THE GOLD IS IN THE “HOT NUMBERS”

To date, Orum has already dialed over 60% of all numbers loaded into the platform, giving us a massive dataset of connect history across personas and seniorities.

From that dataset, our Number Temperature feature classifies each number as either Hot or Cold based on its past performance.

- **Hot Numbers:** are contacts with a proven connect history, meaning they’ve already demonstrated a higher likelihood of picking up.
- **Cold Numbers:** are those with little to no connect history in Orum, and typically require more dials to reach.

OVERALL CONNECT RATE BY HOT NUMBERS					
	C-suite	Director	IC	Manager	VP
Admin	24.2%	23.1%	22.4%	24.0%	22.7%
Customer Success	6.5%	15.4%	7.4%	19.9%	18.9%
Cyber Security	21.0%	21.4%	21.2%	21.7%	20.6%
Data	19.6%	17.9%	17.6%	18.8%	20.4%
Engineering	21.4%	19.3%	14.8%	20.0%	19.5%
Finance	24.1%	21.3%	22.0%	19.6%	24.7%
Human Resources	18.0%	17.7%	15.0%	17.0%	18.0%
IT	19.9%	20.8%	13.1%	20.3%	19.1%
Legal	20.7%	18.7%	20.0%	18.9%	21.4%
Marketing	16.6%	17.2%	11.8%	16.2%	19.2%
Operations	18.6%	19.3%	17.6%	21.8%	19.9%
Product	15.8%	18.3%	16.6%	19.7%	19.3%
Sales	18.0%	17.8%	17.2%	18.8%	24.4%

FROM LONG SHOTS TO LAYUPS: THE HOT NUMBERS EFFECT

Hot Numbers consistently outperform typical connect rates, often by 3–5× the norm.

The boost is strong across all seniority levels, not just ICs.

Many personas are showing 20%+ connect rates, compared to the 3–7% range we typically see without Hot Numbers.



Some personas are clear standouts for Hot Numbers campaigns.

Cyber Security and Engineering leadership consistently deliver connect rates above 19% across every seniority level. These segments are perfect candidates for focused Hot Numbers dialing, especially for outbound teams aiming for high-impact conversations.

WHAT TO DO WITH THIS *COLD* *CALLING* DATA?

You've seen the data. Now, what do you do about it?
Below, you'll find proven tips from Jason and the Outbound Squad that not only help improve your chances of connecting with your target prospects but also increase your ability to book meetings with them when you do.

CEO AT OUTBOUND SQUAD

JASON BAY

He's on a mission to help reps and sales teams turn complete strangers into paying customers. His clients include reps and sales teams from companies including Zoom, CBRE, Medallia, Xfinity, Gong, and many more.



HOW TO INCREASE CONNECT RATES

Nothing beats great phone data. Except for a great strategy built on that data.



Below are several techniques from the Outbound Squad you can put into practice to increase the likelihood of a prospect picking up the phone.

- 01 **Call on Monday mornings and Friday afternoons.** Salespeople are told not to call at these times, so prospects are receiving fewer calls during those blocks.
- 02 **Call outside of normal business hours.** Try 7:55am - 8am and 5-6pm local time for the prospect.
- 03 **Call direct lines and cell phones.** Don't be shy about calling mobile numbers. Another pro tip: Move prospects without direct numbers into email-only sequences to avoid wasting time and effort.
- 04 **Call 5 min. +/- the top of the hour.** Call between 5 minutes before the top of the hour and 5 minutes after (e.g., 1:55 pm - 2:05 pm) to catch prospects between meetings.
- 05 **Call prospects when they open emails, watch videos, or visit your LinkedIn profile.** Ensure your sales engagement tool automatically creates a task to call prospects immediately. Follow the engagement
- 06 **Call multiple times per day.** Be careful with this one. Don't call a prospect, hang up, and then call back right away. Try calling once in the morning and once in the afternoon.
- 07 **Use a dialer.** Today's AI powered dialers like Orum will increase productivity and connect rates with features such as boost connect and hot numbers, as well improve effectiveness with call coaching.
- 08 **Switch phone numbers.** Calling from a different phone number can be extremely helpful. Mix up your phone numbers to call yourself and ensure you're not flagged as spam.
- 09 **Check your phone number for spam.** If you're using a dialer, call your cell phone. If you're using your cell, call a colleague. Ensure your phone number isn't listed as spam. Note- Orum automatically checks your call from numbers nightly.
- 10 **Leave voicemails.** Orum's study of 7.8 million cold calls shows that subsequent pickup rates increase by 25.8% if you leave a voicemail after the first call.

HOW TO LEAVE EFFECTIVE VOICEMAILS

The future of cold calling is:



Not to sell the meeting



Effective voicemails

The Magic Combination: Relevance + Social Proof

Social proof dramatically increases the effectiveness of voicemails. Your prospect has two questions when reading voicemail transcripts:

■ Is this relevant?

■ Is this credible?

| Make sure you answer both of those questions.

Increase connect rates by 25% with this voicemail script

Don't ask for a callback. Point the prospect to your email.

Front-load every relevant part of your VM first.

The formula: [relevant attention grabber] + [social proof] + [CTA]

"Saw a big problem on your website. Similar to our work with The North Face and Columbia. You're missing an express checkout option that's cutting cart conversions by 25%+. Sent you an email with more info. Subject line is: "express checkout." It's Jason. No need to call back. Subject line is "express checkout."

HOW TO PITCH BETTER ON COLD CALLS

Don't sell your solution—sell the problem. STOP talking about your solution. Buyers just don't care.

WHEN COLD CALLING, YOU HAVE ONE JOB:



Not to sell the meeting



Not to sell your solution



Sell the problem by proving you know the buyer's world

In sales, skepticism is our #1 objection. It's the biggest hurdle we have to overcome on a cold call. Reduce skepticism by showing the prospect that you speak with their peers. Show them that a conversation with you won't be a complete waste of time.



BAD WAY TO OPEN

You should avoid this strategy.

"I'm calling you because we sell a contact center solution to a lot of other companies like A, B, and C. I wanted to see if it makes sense to talk about how we might be able to help you..."

CLICK.

That intro does NOTHING to show the prospect that you know their world. Or that you understand their problems.

You **don't even get a chance to sell** a meeting with an intro like that.



A MUCH BETTER WAY

We call this the “**reverse pitch**.”

"I'm calling because I speak with contact center leaders at companies like Nordstrom and Bloomingdale's—their #1 goal is reducing cost to serve. They want to reduce inbound call volume, but they're not able to diagnose the reasons why customers are calling in. They have no way to address the root cause behind their issues, so they can either self-serve or eliminate the problem altogether. How does that compare to your world?"

This intro builds massive credibility because it specifically articulates the prospect's status quo. That builds credibility. That earns you time.

There are three key parts:

- Social proof
- Problem
- Open-ended question

COLD CALLING *WILL ENDURE*

THE TL;DR OF THIS REPORT IS SIMPLE. COLD CALLING WILL NEVER DIE, BUT IF YOU AREN'T ADAPTING YOUR STRATEGY TO THE TIMES, YOUR PIPELINE WILL BECOME EXTINCT.

THAT'S WHERE ORUM COMES IN.

We don't just power calls, we learn from them. Every month, 20 million conversations flow through Orum, giving us an unmatched view into what works, what doesn't, and what's changing.

Those insights power everything we build from Boost Connect and Hot Numbers to our AI Coaching and Enablement suite.

COLD CALLING ISN'T DYING. IT'S JUST GETTING SMARTER. AND THE TEAMS WHO ADAPT WILL OWN THE FUTURE.

Opportunity will always be calling.

As always, Orum is the answer.