



Proposal:

Cold Call Confidence Clinic™

A Practice-First Cold Outreach Intervention for Sales and Business Development Teams.

Minimum Slides. Maximum Real-World Impact.

Audience: Sales Teams | Business Development Teams | Cold Callers

Duration: Minimum 2-3 hours [Can be even done as a full day in-depth program]

Format: Fully Experiential | Live, in-person | Practice-Based Workshop

Customization & Investment: Available on request

Facilitator: Rupa Patil, Award-Winning International Mentor, Leadership Catalyst, Author & Speaker

Bitter Truth

According to Cognism's 2025 State of Cold Calling Report, the average cold call success rate has crashed to 2.3%, from erstwhile 4.82%

Cold calling does not fail because it is outdated. It fails because it is often executed mechanically. When outreach becomes a volume game driven by generic scripts, confidence drops, resistance rises, and results suffer. The real issue is how conversations are opened.

Why does this matter to your Organization?

Many leaders quietly observe the same pattern:

- Sales teams delay or avoid outreach
- Calls feel forced or uncomfortable
- Gatekeepers shut conversations down early
- Good products struggle to get real conversations
- Confidence drops the moment a call begins

This is not a motivation issue. It is not a knowledge gap. It is a **confidence and conversation gap**. A gap between knowing what to say and being able to say it calmly, clearly, and consistently.



What this Cold Call Confidence Clinic™ Delivers?

This is not a sales script workshop.

✔ It is a **practice-first cold call confidence intervention** designed to create visible shifts in a single session.

Key Takeaways from this intervention:

1. Natural Cold Call Openers [OPEN outreach method™]

Participants craft and practice simple opening lines that feel authentic and help navigate gatekeepers without sounding rehearsed or pushy.

2. Magnetic PSQ Intros™

Participants build short, curiosity-driven introductions that invite dialogue and naturally lead prospects to say, "Tell me more."

3. Confident Outreach Habits

Participants design a personal confidence ritual and tracking system to build consistency and self-belief across calls, emails, and social outreach.

Session Gameplan

A. PSQ Intro™

Participants learn how to structure opening statements that focus on the prospect's reality and invite engagement instead of resistance.

B. OPEN Outreach Method™

Participants apply a structured yet flexible approach to opening meaningful conversations across phone, LinkedIn, and offline interactions.

C. Personalization

Each participant adapts the frameworks to their own prospects, industry context, and sales situations, with live feedback.

D. Implementation and Practice

Real-life role plays, scenario-based practice, and refinement until confidence becomes embodied, not theoretical.



What Participants Receive

- Cold Call Confidence Clinic™ Workbook
- OPEN Outreach Method™ Implementation Worksheet
- PSQ Intro™ Creation Worksheet
- Personal Progress and Practice Tracker
- Live feedback on individual scripts and delivery

These are **implementation tools**, not motivational handouts.

What Organizations Typically Observe

Within a single session, leaders commonly notice:

- Clear improvement in call confidence and clarity
- Higher engagement from quieter or hesitant team members
- More intentional outreach behavior post-workshop
- Teams saying, "I can do this. This feels doable."

Participants do not leave hyped. They leave **capable & confident** about cold outreaches.

Why Leaders Trust This Format

- Complements existing sales enablement initiatives
- Respects different confidence levels and experience
- Requires minimal logistics, delivers high engagement
- Avoids shaming or pressure-based selling tactics
- Builds skills teams actually use after the workshop

Many organizations integrate this as:

- A sales enablement deep-dive
- A pipeline acceleration intervention
- A confidence reset for outreach teams
- A foundational program for early-stage sales teams

What Leaders & Decision-Makers Are Saying

★ "Thanks for being our speaker for the last three years! You're a phenomenal speaker, and your way of engaging the attendees is excellent." – Atul Shrivatsava, 1.2IGWS

★ Rupa is a very talented trainer to get a group initiated to team activities. A great facilitator for adult learning. We had a scintillating day with her and her associate Ramya on trust building, and there wasn't a single moment of disengagement for the entire team. – Thanveer Mandayapurath, GM-HR Powergrid

★ "Rupa Patil is a super master who tapped into everyone's heart and created a massive shift in perception. Her session added immense value to us." – Dr. Nagaraj Lakshmeswar, Zymus Hospital

★ "Rupa's ability to connect with the audience and deliver valuable insights with great energy is truly commendable." – Meenakshi Ravikrishna, Founder, Bengaluru Water Warriors

★ "Empowering and incredible session! I felt so lively and energized-your session was a power-packed experience." – Shishulata Shankhavar, Zymus Hospital

★ "Rupa Patil is such an inspiration. She not only has updated knowledge to guide & mentor but also fills the room with positivity. A session with her can open doors and restore hope for anyone." – Dr. Bhagyalakshmi, Orthodontist, Mysore

About the Lead Facilitator: Rupa Patil



- Award-Winning International Mentor, Leadership Catalyst, Author & Speaker
- 27 years of Corporate + Business Experience + Training PSUs, Corporates & MNCs
- Founder - Weekend Nuts (since 2013) | Founder - Heart Leaders Club
- Worked with Founders & sales teams across 20+ countries and 15+ industries
- Known for being grounded, not performative | Experiential, not instructional
- Mission-Driven: Committed to empowering 10,000+ heart-centered leaders to elevate their impact and income.

Let's Empower Your Sales Team to initiate business outreaches & convert, effortlessly

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★★★★★ | 4.9/5