

Expert Insights

Confident Voice, Disconnected Calls?

Do your cold calls leave a strong impression—or just static?

Most founders assume sales starts with product knowledge or pitch decks. But cold calling isn't about the perfect script—it's about how the other person feels on the call.

The SME sector loses millions in potential B2B deals every year because the tone, intention, and mindset behind cold calling go wrong—even before the first hello.

The truth? It's not about what you say. It's about how you make them listen.

👉 Keep scrolling to decode the new-age sales mindset that turns "not interested" into real business interest.

Knowledge Source Wadhwani Foundation Expert Session | 9th July, 2025

This expert session was designed to help Indian MSMEs transform their cold calling outcomes by shifting their mindset, strategy, and tone. It aimed to break old-school sales myths and teach tactical persuasion rooted in authenticity.

About the Expert: Amrutt Bhatt

Amrutt Bhatt is a sales communication expert and founder of BechoMaxx, with over 14 years of hands-on sales experience. A two-time world record holder and TEDx speaker, he specializes in negotiation mastery, cold calling psychology, and field sales transformation for Indian SMEs across sectors.

Summary of Expert Session

In this session, Amrutt focused on why most cold calls fail—not because of weak products, but weak intention, tone, and targeting. He introduced practical sales psychology, the concept of "earning 30 seconds at a time," and how to move prospects from cold to curious to committed using real call scenarios and behavioral cues.

Case Scenario & Where It Fell Short

The Case

Rohit ran a mid-sized textile manufacturing unit in Surat. Known for his high-quality cotton fabrics, he believed getting orders was just about reaching out to more buyers. So he hired two callers and began targeting apparel brands and garment exporters across India.

The team used a standard call script—polite greeting, a quick intro about fabric types, and a prompt to check the catalog link. But results were disappointing. Most calls ended with “Not interested,” or got disconnected within seconds.

Frustrated, Rohit listened in on a few calls and spotted the problem—monotone delivery, a pitch that talked only about the product, and no opening line that sparked curiosity or relevance.

Where It Fell Short:

1. **Self-centered opening lines**
   Started calls with who they were and what they sell—not why it matters to the listener
2. **Sounded like everyone else**
   Same tone, same structure as typical insurance or telecom calls—nothing memorable.
3. **No defined intent**
   Calls didn’t clarify if the goal was curiosity, meeting, or closing—resulting in confusion.
4. **Desperate tone**
   Sounded needy and urgent, which repelled rather than attracted interest.
5. **Ignored buyer psychology**
   Didn’t account for how cold prospects actually feel when interrupted.

ⓘ Founder and brand details anonymized to protect privacy.

Root Cause Breakdown

Below are the key cold calling missteps and their ripple effects that held MSME sales teams back from converting interest into action.

Common Mistakes	Consequences
Opening with product pitch	Callers lose attention in the first 7 seconds.
Lack of call intent clarity	Sales team sounded confused; calls ended without outcomes.
Robotic or scripted tone	Failed to build trust or engagement; sounded like spam.
Desperation in delivery	Buyers sensed pressure, leading to instant disconnection.
Ignoring buyer psychology	No relevance or empathy caused resistance, not curiosity.

Recommended Solution

To help MSMEs move from disconnected cold calls to meaningful buyer engagement, the expert emphasized these actionable solutions.

Step 1: Hook With Relevance, Not a Product Pitch

Why It Matters: Starting with your product puts the focus on you—not the buyer. You have only 7 seconds to earn attention, and relevance wins attention.

How to Execute:

- Begin with an industry-specific pain point or trend.
- Use phrasing like "We work with teams like yours facing..."
- Focus on value, not features.

Sample Prompt to Try: "Help me write a cold call opener for a paper packaging company targeting apparel manufacturers looking to reduce plastic use."

🔗 Modify the above prompt to reflect your actual buyer profile and the problem they care about—like textile clients shifting to sustainable packaging. Then use the free version of ChatGPT, Gemini, or Perplexity to turn your product-first script into a compelling hook that earns attention in the first 7 seconds.

Try the above prompt in the free version of the below AI platforms:

ChatGPT | Gemini | Perplexity

You Will Get: Client-centric hooks that grab attention within seconds.

Step 2: Set a Clear Call Objective Before Dialing

Why It Matters: Without knowing if you're selling, booking a meeting, or seeking feedback, the call goes nowhere.

How to Execute:

- Define call goal (e.g., get a meeting, qualify interest).
- Train your team to communicate intent in the first 15 seconds.
- Match tone and pace to the goal—don't oversell.

Sample Prompt to Try: "Create a clear call objective if I'm reaching out to supply chain managers for trial orders of eco tape."

🔗 Modify the above prompt to reflect your real outreach goal—whether it's booking a trial call, getting feedback, or qualifying interest from textile buyers—then use the free version of ChatGPT, Gemini, or Perplexity to craft a clear call objective and tone that avoids sounding robotic.

Try the above prompt in the free version of the below AI platforms:

ChatGPT | Gemini | Perplexity

You Will Get: A specific call purpose with matching tone cues.

Step 3: Speak Naturally, Not Like a Script Reader

Why It Matters: When you sound robotic or overly rehearsed, buyers lose interest fast. Cold calls should feel like real conversations, not telemarketing.

How to Execute:

- Use a flexible outline or bullet points—not a word-for-word script.
- Practice mock calls to build flow and confidence.
- Train your team to listen and respond, not just speak.

Sample Prompt to Try: "Help me create a natural cold calling outline for my eco-packaging business—no scripts, just key talking points."

🔗 Modify the above prompt to reflect your current cold calling struggles—like sounding too scripted or losing buyer interest early. Then use the free version of ChatGPT, Gemini, or Perplexity to turn your rigid sales pitch into a conversational outline that feels authentic and keeps buyers engaged.

Try the above prompt in the free version of the below AI platforms:

ChatGPT | Gemini | Perplexity

You Will Get: A simple conversation flow that helps you sound confident, not robotic.

Step 4: Show Confidence—Don't Sound Desperate

Why It Matters: Buyers can sense when you're desperate to close a deal. It makes them uncomfortable and less likely to trust you. Confident, relaxed calls lead to better conversations.

How to Execute:

- Start the call with curiosity, not pressure—ask about their current process or pain points.
- Focus on learning about their needs first, instead of pitching right away.
- Avoid sounding rushed or overly eager to sell—your tone should be calm and assured.

Sample Prompt to Try: "Teach me how to sound confident and calm—not desperate—when speaking to B2B buyers during cold calls."

🔗 Modify the above prompt to reflect your sales team's real issue—like coming across as too eager or robotic while pitching packaging to textile clients. Then use the free version of ChatGPT, Gemini, or Perplexity to generate calm, confident openers that shift the tone from pressure to trust-building.

Try the above prompt in the free version of the below AI platforms:

ChatGPT | Gemini | Perplexity

You Will Get: Practical tone tips and confident conversation openers that build trust.

Step 5: Speak to the Buyer's Psychology, Not Just Logic

Why It Matters: Buyers make decisions emotionally, even in B2B. Empathy builds access.

How to Execute:

- Research their role's key stress points before the call.
- Use phrases like "I understand most purchase heads are juggling X..."
- Frame value in terms of their goals and risks.

Sample Prompt to Try: "List key challenges faced by purchase heads in medium-sized textile companies that I should address during cold calls."

🔗 Modify the above prompt to reflect the real-world challenges your buyers face—like textile procurement managers dealing with price pressure or sustainability goals. Then use the free version of ChatGPT, Gemini, or Perplexity to uncover emotional drivers and tailor your pitch to what truly matters to them.

Try the above prompt in the free version of the below AI platforms:

ChatGPT | Gemini | Perplexity

You Will Get: Buyer-specific pain points and how to speak to them.

Expected Result

By applying these mindset and tactical upgrades, sales teams can transform cold calls into connection calls—backed by real-world MSME outcomes.

Stronger First Impressions

Client-focused openings instantly raise engagement and lower call hang-ups.

Higher Conversion from Curiosity to Meeting

Clear intent leads to more structured next steps.

Warmer, Trust-Building Calls

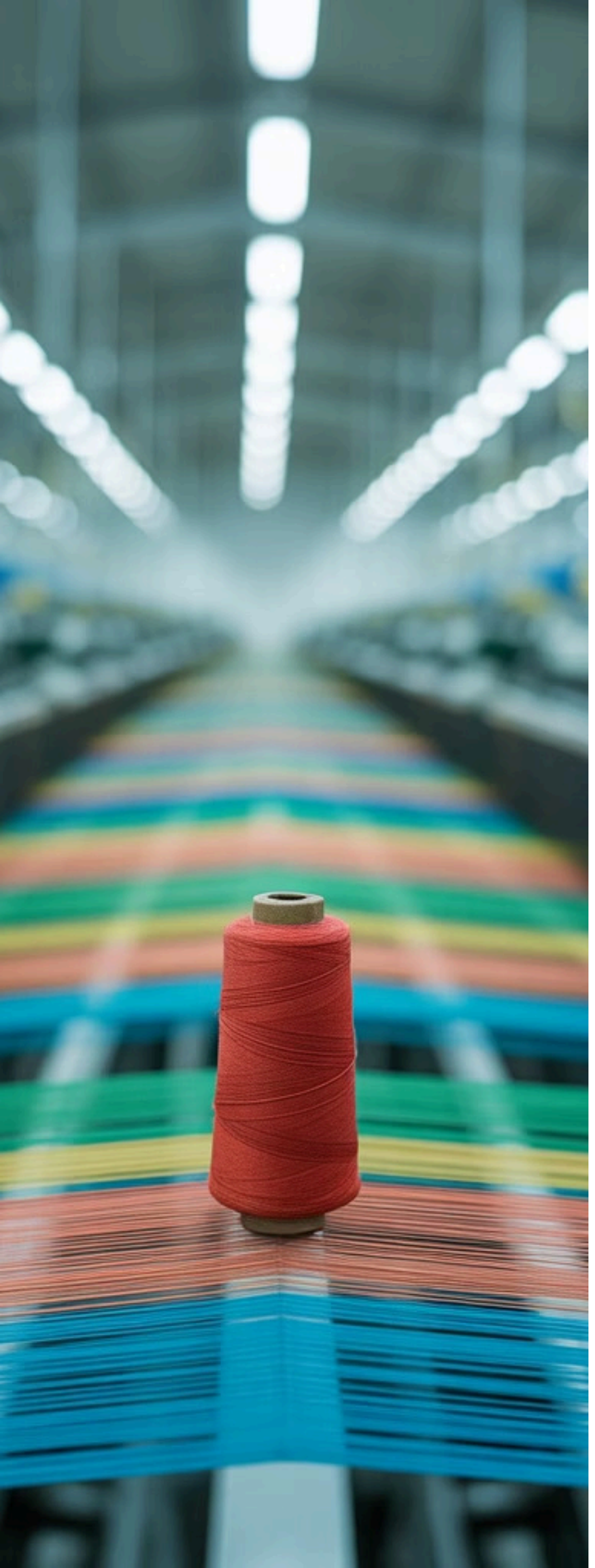
Natural tone and non-scripted delivery build rapport and respect.

More Engaged Buyers Stay on the Call Longer

A confident and relaxed tone keeps buyers interested, reducing chances of them disconnecting early.

Stronger Buyer Connection and Trust

By understanding and speaking to the buyer's mindset, sales calls feel more relevant—leading to better rapport and higher chances of conversion.



Insight

> "Every founder dreams of a scalable sales engine. But without the right tone and intention, even the best product hits a wall."

Selling isn't about speaking—it's about making your listener feel heard, respected, and curious. And that begins not with persuasion, but with presence.

Your cold call is not a favor to the buyer. It's a chance to solve a real problem.

Founders Please Check

Before you let your sales team dial the next cold call, pause and reflect with this readiness checklist:

- **Have I defined the goal of the call?**

  Be clear if the purpose is a meeting, pitch, or feedback—not everything at once.

- **Does my sales script begin with buyer relevance?**

  If it opens with "We are from...", you're already losing them.

- **Is my team trained in call tone and energy?**

  Robotic delivery breaks trust faster than any word.

- **Do I sound desperate without realizing it?**

  Desperation equals disconnection. Stay calm, not clingy.

- **Do I understand my buyer's day-to-day challenges?**

  Empathy wins more deals than aggression ever will.

Learn more

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