THE DIAL LAB · BEFORE EVERY CALL BLOCK

THE 10-MINUTE *routine.*



Do this before your first dial. It warms up your voice, your opener and your nerve, and it ends with a call.

1 MIN

Name it

Say what you feel before dialing. The Flinch, the Rehearser or the Drifter. Naming it takes the weight out.

2 MIN

Say your opener

Out loud, twice, in your own words. Your name and company, then your reason for calling.

4 MIN

Three objections

Say each answer out loud in under 15 seconds. Then compare with the answer. thediallab.com/objections

1 MIN

Set your number

Write how many dials you will make this block. Count dials, not yeses.

1 MIN

Clear the desk

Close tabs. Silence notifications. Open the list. Start the timer.

1 MIN

Dial

Make the first call before you decide you are ready.

Dial target for this block	Conversations	Meetings