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