



SUPPORTING
WOMEN ENTREPRENEURS
IN BC

Confident Calling

BUILD BUSINESS CONNECTIONS THAT MATTER

Introduction: The Power of Connection in Today's Business Landscape

In a world where digital communication dominates, phone outreach remains one of the most impactful ways to build trust and drive meaningful business relationships. For women entrepreneurs, developing confidence in making business calls can unlock new opportunities, foster authentic connections, and strengthen your brand presence.

This guide is designed to help you overcome common fears, build a practical approach to phone outreach, and feel confident in your communication skills.

Understanding the Value of Phone Outreach

While email and social media offer convenience, voice-to-voice contact creates a human connection that written communication often lacks. A thoughtful phone conversation can:

- Shorten the sales cycle
- Clarify misunderstandings quickly
- Build rapport and trust
- Differentiate you from competitors

When combined with digital channels, phone outreach can elevate your business development strategy and create lasting impact.



Reframing the Narrative: From Cold Calling to Warm Connecting

Let's shift how we think about outreach. It's not about cold calling — it's about initiating a genuine conversation. You're not intruding; you're offering value and creating connection.

Consider these mindset shifts:

- “I’m building relationships, not making sales pitches.”
- “I’m here to learn, not just to sell.”
- “It’s a conversation, not a performance.”

Approaching calls with curiosity and purpose helps reduce pressure and leads to more authentic dialogue.

Preparing for the Call

Preparation sets the foundation for confidence and clarity. Before picking up the phone:

- **Set your intention.** Are you informing, inviting, asking, or offering?
- **Research the contact.** Know their business, recent activity, or shared connections.
- **Create a simple outline:**
 - Greeting
 - Why you’re calling
 - Key questions or offers
 - Possible next steps
- **Boost your confidence.** Practice your introduction or review positive testimonials.

Starting the Conversation: How to Open with Confidence

First impressions matter — a warm and professional opener sets the tone. Examples:

- “Hi [Name], I’m [Your Name] from [Business Name]. I came across your work and wanted to connect personally.”
- “I know your time is valuable — I’ll keep this brief. I wanted to share an opportunity that I believe could benefit your team.”

Keep your tone friendly, natural, and clear. Focus on dialogue, not a script.



Keeping It Comfortable: Practical Communication Tips

- **Listen more than you talk.** Ask open-ended questions and respond genuinely.
- **Watch your pacing.** Slow down your speech to sound calm and confident.
- **Handle objections with curiosity.** “That’s helpful to know. May I ask what would make this more relevant for you in the future?”
- **Stay human.** If you stumble, breathe and continue — perfection isn’t the goal.

Ending Strong: Clear Next Steps and Follow-Up

Finish the call on a confident and constructive note:

- Summarize what was discussed.
- Confirm any agreed next steps.
- Offer a follow-up by email or calendar invite.

Example: “Thanks again for your time, [Name]. I’ll send a follow-up email shortly with the info we discussed and a link to book a meeting if you’d like to continue the conversation.”

Scripts and Conversation Starters

Client outreach: “Hi [Name], I’m reaching out to introduce myself and share a solution I think could really support your [specific goal]. Could we schedule a quick call next week?”

Collaboration request: “Hi [Name], I admire the work you’re doing with [initiative]. I’d love to explore ways we might collaborate. Would you be open to a short conversation?”

Referral request: “Hi [Name], I’m growing my business and looking for introductions to people who might benefit from [your service]. Would you be open to referring someone, or pointing me in the right direction?”

Past contact reconnect: “Hi [Name], it’s been a while since we last spoke! I’d love to hear how things are going and share a quick update from my end. Would you be open to a catch-up call?”

Overcoming Fear and Building Consistency

Confidence grows with practice. Here’s how to stay consistent:

- Start with a low-pressure list of contacts.



- Set weekly outreach goals such as three calls per week.
- Track your progress and celebrate small wins.
- Reflect on what you learn from each conversation.

Remember: every outreach is a step forward — even if the answer is no.

Leveraging Tech Tools to Support Outreach

- **CRM tools.** Track contacts, notes, and follow-ups.
- **Scheduling tools.** Use tools like Calendly to simplify bookings.
- **Voice and video tools.** Consider voice notes or video introductions for warm outreach.
- **Email follow-ups.** Pair your call with a thoughtful email summary.

Summary and Action Plan

Key Takeaways

- Phone outreach remains a powerful tool to build relationships.
- Preparation and mindset can ease fears and increase results.
- Keep conversations human, intentional, and action-oriented.

5-Day Outreach Challenge

- Day 1: Prepare a list of five warm leads.
- Day 2: Write call outlines for each.
- Day 3: Make two calls.
- Day 4: Make three more calls.
- Day 5: Reflect, follow up, and celebrate progress.

In Closing

Making a phone call may seem like a small act, but it can have a significant impact on your business. Each conversation you initiate is an opportunity to build trust, open new doors, and strengthen your presence in the marketplace.

As you apply the strategies in this guide, remember that confidence grows with every step you take. Keep showing up, keep reaching out, and trust that your voice is worth hearing.

