Outsold

The incoming call and the cold call

Eleven drills for the phone. Every one runs on a **live spoken call** with an AI buyer, scored from what you actually said.

Robert Ward

Outsold.io

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A short book with eleven drills. Every drill runs in the call room at **outsold.io**.

Why I wrote this

I had not made a sales call in years.

I build software for a living, and for a long time other people did the phoning. Then I started a new venture, and it needed selling, and the person who had to sell it was me. I knew the product cold. I did not know whether I could still hold a call together when a stranger said “who is this?” and meant it.

So I built the thing I needed. A phone that rings with a buyer on the line who asks the awkward questions, and a phone I can dial where a prospect picks up in a bad mood. A real spoken call, with someone who does not know me and does not care, and a debrief afterwards that quotes my own worst line back at me. I used it to get back in the seat before I let myself loose on real prospects. Then I wrote down the drills that worked, in order. That is this workbook, and the call room is at **outsold.io**.

There is a bigger reason. My company’s mission is to help businesses get better at talking to the people who want to buy from them. Most sales are lost on the phone, in the first minute, or before anyone picks up at all.

That second problem has a fix too, and it is the other half of this project. Outsold trains the person. Pam answers the phone when the person cannot. Pam is an automated assistant that picks up every call in the caller’s own language and talks like a person. She takes the details, gives a quote, books the appointment straight into the diary, and follows up by text and email. If five people ring at the same moment, she answers all five, so nobody hears hold music, nobody sits in a queue, and nobody gets voicemail. Voicemail is so yesterday. If you have ever lost a job because the phone rang out while you were up a ladder, you know exactly what she is for. She lives at **callpam.co.uk**.

A word on money, because I dislike being sold to as much as you do. This workbook is free. The software has no subscription. Your first account comes with fifteen minutes of live calls, and after that you buy minutes when you need them and they sit on your balance until you do. If the phone matters in your business, if that is where the enquiries land and where the appointments get made, then train on it the way you would train for anything else that pays you. Twenty minutes a week keeps the skills sharp and the dialling finger quick, and the difference shows up in the bank.

Between the two you get the whole phone sorted: the calls you answer, and the calls you cannot. This book is about the first kind. Read it with the call room open, do the drills in order, and by chapter five you will know whether your first ten seconds are costing you deals. Mine were.

Robert Ward

Before you start

You sell on the phone. Some of the calls come to you, and some you have to make. Both kinds are decided in the first minute, and most people never rehearse either of them. They rehearse on customers, which is expensive, or in their head, which does not count.

Outsold gives you a phone that rings with a real buyer on the line, and a phone you can dial with a real prospect at the other end. Both are AI, both speak, both push back, and both hang up when you have lost them. After every call you get a score, the outcome, the one line you said that cost you most, and four short paragraphs of feedback from a coach that only reads what was actually said.

This book is the drills to go with it. Part one is the incoming call, the buyer who rang you. Part two is the cold call, the prospect who did not ask to hear from you. Each chapter is a few pages of what to do and why, then a drill you run in the call room before you read on.

Your first account comes with fifteen free minutes. Chapter 1 shows you how to make it twenty. Part one fits inside those minutes if you keep the calls short. Part two does not. When you get there, you will need to add a pack of minutes, and the book says so again at that point so it is not a surprise.

Go to **outsold.io**, create your account, and come back to chapter 1.

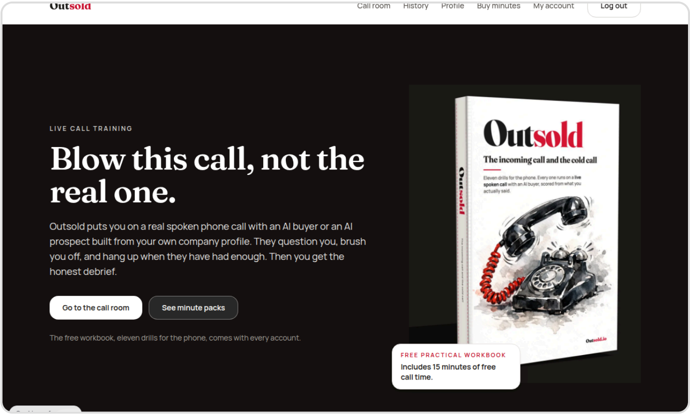


Figure 1. The front page at outsold.io

Part one: answer the incoming buyer

Chapter 1. The first ten seconds

The phone rings. You pick it up. The person on the other end says nothing.

They are waiting to hear how you answer, and the first thing they say back to you depends on it. Answer with "Hello?" and you have told them you could be anyone: a wrong number, a warehouse, someone's mum. Now they have to work out where they are, and buyers who have to do the work go quiet or go short.

So answer like this. Company name. Your name. One question that hands them the floor.

"Northgate Roofing, this is Rob. What can I do for you?"

Three parts, four seconds. They know they have the right place. They know who they are talking to. They know it is their turn.

Now listen to the first thing they say. Buyers phone for a reason, and the reason leaks out in the first sentence. "I saw your advert" is a person checking whether you apply to them. "A mate of mine used you" is a person who has half decided and wants a feeling. "We had a right mess with the last lot" is a person who is scared of you before you have said a word. Each of those needs a different second sentence from you, and you only get to choose it if you heard the first one.

Two things to stop doing.

Stop launching into what you do. They rang you. They already know roughly what you do or they would not have dialled. Every sentence you spend describing your service is a sentence they spend deciding you are not listening.

Stop asking for their details first. Name, postcode, how did you hear about us. You will need those, but not yet. A buyer who gets a form before a conversation feels processed. Ask what they need. Get the details on the way out, when they want to give them to you.

One more thing about the gap. In the call room the buyer waits for you to speak first, the same as a real caller who has just been connected. A polite buyer will give you a good long pause before they react to silence. A rude one gives you about twelve seconds. In real life it is shorter than either, so treat the ring as your cue and speak as you lift the phone.

Do it now.

1. Open your profile at **outsold.io/profile**. Fill in all three fields: your company name, one line on what you sell, and your website. The website earns you five extra minutes, once, and it tells the buyer what to ask you about.
2. Go to the call room. Under Incoming call, pick Reasonable. Answer with company, name, question.

3. When the call ends, read the Opening section of your feedback and nothing else. It is two sentences. Change the one thing it names.
4. Run it again. Same setting. Compare the two Opening sections in your call history.

Call room: ***outsold.io/call-room***

Do not read the score yet. The score covers the whole call and you are only working on the first ten seconds.

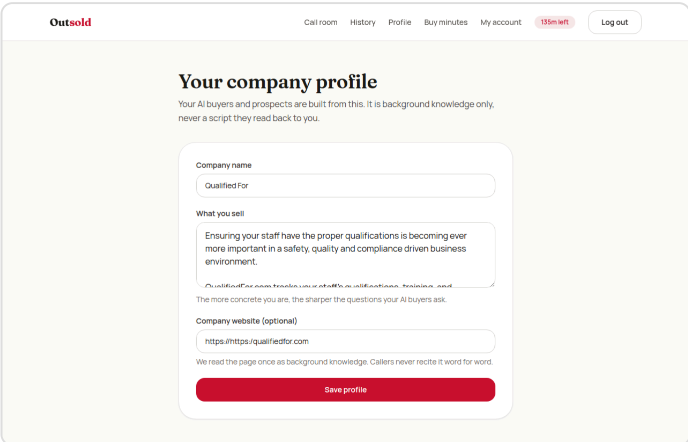


Figure 2. The profile: company name, what you sell, website. The website earns the bonus minutes and shapes the buyer's questions.

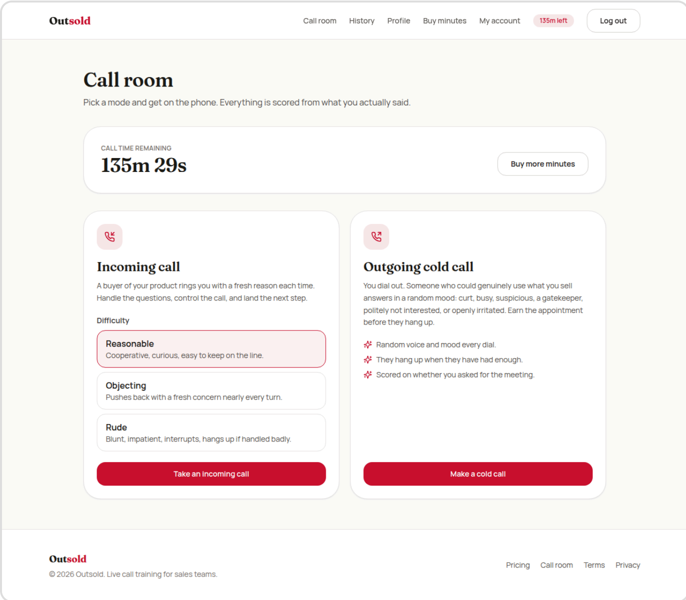


Figure 3. The call room. Incoming calls with Reasonable, Objecting and Rude, outgoing cold call, and your minutes remaining.

Chapter 2. The four things every buyer is really asking

Every buyer who rings you is standing on one of four squares, and they will spend the whole call on it if you let them.

Fit. Will this work for my situation? Sizes, materials, whether it does the thing I have in my head.

Logistics. When, how long, how much disruption, what is included and what is not.

Aftercare and trust. What happens when it goes wrong. Guarantees. What it costs me after you have been paid.

Price. What drives it up, what drives it down, how I pay.

You are not told which square they are on. You find out from their second question, not their first. The first question is usually the one they prepared. The second is the one they care about. A buyer who opens with “how much is it?” and follows with “and what if it leaks?” is on aftercare, and quoting them a keen price does nothing for them.

The mistake is answering the square you are comfortable on. Most people default to price because it is the easiest answer to give, and because they think it is what everybody wants. A buyer on the trust square who gets a price feels fobbed off. A buyer on the logistics square who gets a guarantee speech thinks you are hiding a lead time.

So work out the square before you answer at length. If you cannot tell, ask: “What matters most to you on this, the timing or the cost?” People answer that honestly, and now you know where to stand.

In the call room the buyer has been given one of these four angles before they dial, and the questions come from it. The angle is not shown to you. That is the point.

Do it now.

1. Two incoming calls on Objecting.
2. After each one, before you open the feedback, write down which of the four squares the buyer was on. One word.
3. Open the transcript in your call history and check yourself. Find the question that gave it away.

Call room: ***outsold.io/call-room***

If you got both right, you were listening. If you got one wrong, look at where you started answering at length and see whether it was the buyer’s square or yours.

Chapter 3. The question they will not ask out loud

Behind the four squares there is one thing the buyer is worried about that they will not say plainly. They probe around it. They ask a slightly odd question, then a related one, and if you brush past it they ask again from a different side and get sharper each time.

A buyer asking “and is it you who does the work, or do you sub it out?” is not making conversation. They have been let down by a subcontractor. A buyer asking “do you do a lot of these?” wants to know whether you have done one for someone like them. A buyer asking “what happens if I need to change the date?” has a diary problem they have not told you about.

Vague reassurance makes this worse. “Oh, we’re very flexible” answers nothing and tells them you did not hear the worry. The buyer who was probing politely now pushes, and the call gets harder even though nothing has actually gone wrong.

The fix is to say the worry out loud for them, as a question. “It sounds like the timing is the thing you are nervous about. Is that right?” Buyers almost always say yes, and often tell you the whole story. Now you are answering the real question and the rest of the call gets easier.

You will not always get there. Some buyers hold the worry back until the end and some never say it. But the ones who escalate are giving you three or four chances, and you only need to take one.

In the call room every buyer has one hidden objective connected to their square. They never state it outright, and they escalate if it is dodged. The feedback's "Handling questions" section tells you whether you found it.

Do it now.

1. One incoming call on Objecting.
2. Your aim is to name the buyer's hidden worry, in your own words, before they push a third time.
3. Read the Handling questions and brush-offs section of the feedback. It will tell you whether you got there or answered around it.

Call room: ***outsold.io/call-room***

Chapter 4. The rude one

Some buyers ring you in a bad mood. They interrupt. They cut long answers off halfway. They tell you they have heard enough before you have said anything. It is tempting to think these calls are not worth having, and to get off the phone politely and quickly.

They are worth having. A rude buyer is a buyer. They rang. Something they own has broken or someone has let them down, and you are getting the leftover temper. Handle it and they become the most loyal customer on your books, because you were the one who did not flinch.

Three rules.

Answer in short sentences. A rude buyer hears a long answer as waffle and cuts it off. Give them one sentence and stop. If they want more they will ask, and then it is their idea.

Never match their tone. Not sarcasm, not a sigh, not “as I said”. Stay level. The calm one on the call is the one in charge, and they can feel that even when they are shouting.

Do not apologise for things you have not done. “Sorry about that” when you have done nothing tells them you are the sort of company that gets things wrong. Acknowledge instead: “Right, that sounds like a mess. Tell me what’s happened.”

The call room’s Rude setting does all of this to you. It interrupts, it cuts you short, it says it has heard enough. It also tolerates about twelve seconds of silence before reacting, so keep your answers coming. The coach is told that calm control can grudgingly win this buyer over, and that is the whole exercise.

Do it now.

1. One incoming call on Rude.
2. The target is not a high score. The target is the outcome line reading anything other than “They hung up.”
3. Then read your weakest moment. On Rude it is nearly always the moment you got long or got defensive. Note which.

Call room: ***outsold.io/call-room***

Chapter 5. Ending with a next step

Most incoming calls end with the buyer saying “great, thanks, I’ll have a think” and you saying “no problem, any time.” That is a call with no next step, and the coach marks it that way.

A next step is something with a time on it. A booked visit. A quote that will be with them by Thursday. A call back at ten tomorrow. “I’ll send you something” is not a next step, because nothing happens if you do not.

The buyer will not ask for one. They are not being awkward, it is just not their job. Yours is to offer one, plainly, and to name a time. “Shall I come and measure up? I could do Thursday afternoon.” A buyer who has spent five minutes asking you good questions says yes to that far more often than you would expect, and a buyer who says “not yet” has told you something useful too.

Do it before you take their details, not after. The details are the admin. The next step is the reason for the admin. If you ask for the postcode first, the call has the shape of a form and the buyer starts wrapping up.

If they are not ready, agree what would make them ready and put a date on that instead. “You want to talk to your partner first. Shall I ring you Friday morning and see where you are?” That is still a next step.

Do it now.

1. Two incoming calls. Reasonable first, then Objecting.

2. Both must end with the outcome line reading “Next step agreed” or better.
3. Read your weakest moment on each call and say out loud what you would have said instead. Then go to Part two.

Call room: ***outsold.io/call-room***

Call history

Every call you have taken, with the transcript, the feedback and the score.

Outgoing cold call /

2026-09-09 14:45:48 · 0m 6s · No appointment

5/100

Outgoing cold call /

2026-09-09 14:44:10 · 0m 27s · They hung up

5/100

Incoming buyer /

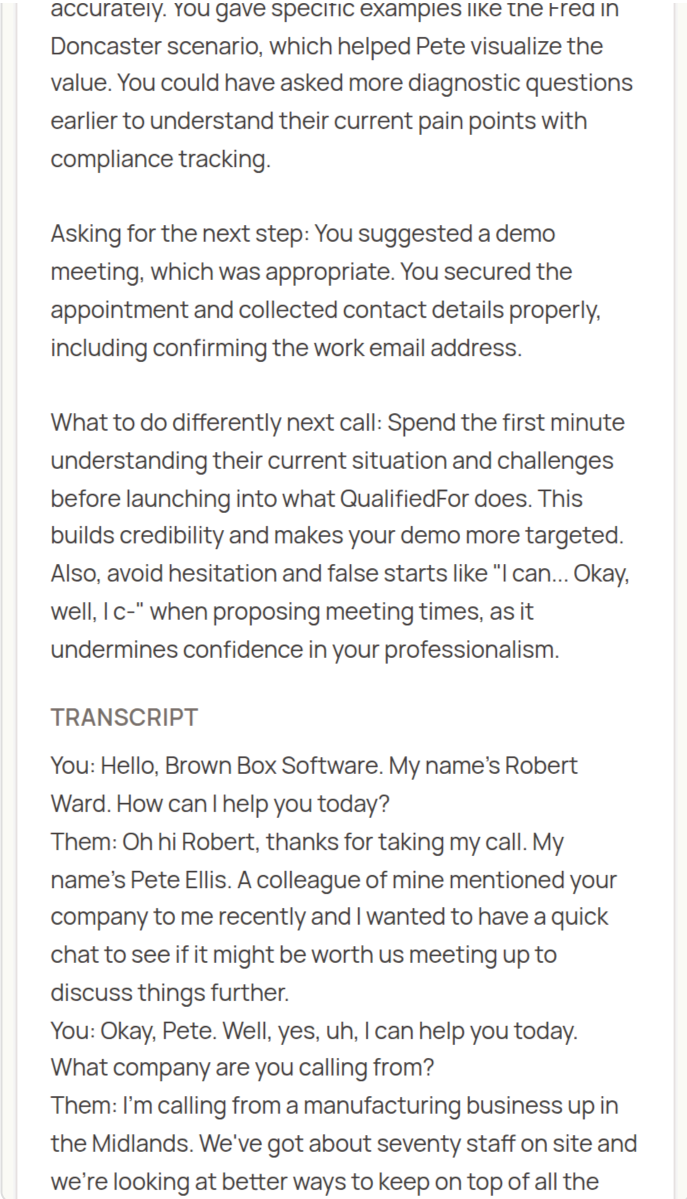
2026-09-09 14:38:19 · 7m 52s · Appointment booked

78/100

FEEDBACK

Opening: You got the caller's name and company quickly, which is good. However, you didn't ask what prompted the call or what specific problem they're trying to solve before jumping into product features.

Handling questions and brush-offs: You answered pricing and feature questions thoroughly and


accurately. You gave specific examples like the Fred in Doncaster scenario, which helped Pete visualize the value. You could have asked more diagnostic questions earlier to understand their current pain points with compliance tracking.

Asking for the next step: You suggested a demo meeting, which was appropriate. You secured the appointment and collected contact details properly, including confirming the work email address.

What to do differently next call: Spend the first minute understanding their current situation and challenges before launching into what QualifiedFor does. This builds credibility and makes your demo more targeted. Also, avoid hesitation and false starts like "I can... Okay, well, I c-" when proposing meeting times, as it undermines confidence in your professionalism.

TRANSCRIPT

You: Hello, Brown Box Software. My name's Robert Ward. How can I help you today?
Them: Oh hi Robert, thanks for taking my call. My name's Pete Ellis. A colleague of mine mentioned your company to me recently and I wanted to have a quick chat to see if it might be worth us meeting up to discuss things further.
You: Okay, Pete. Well, yes, uh, I can help you today. What company are you calling from?
Them: I'm calling from a manufacturing business up in the Midlands. We've got about seventy staff on site and we're looking at better ways to keep on top of all the

Figure 4. A call debrief: score, outcome, the weakest line quoted back, and four short sections of

feedback.

Part two: earn the appointment cold

One honest line before you dial. If you came straight through Part one, your free minutes are about used up. The rest of this book needs a pack of minutes, bought outright at **outsold.io/pricing**, no subscription. Minutes only go down while you are on a call, so buy the size you need and they wait for you.

Chapter 6. Before you dial

The cold call is lost or won before anyone picks up. Not because of a script, but because of two decisions you either made or did not make while the phone was ringing.

The first decision is what you are asking for. It is not a sale. Nobody buys a roof, a software licence or a recruitment service from a stranger in a four-minute phone call, and the prospect knows that, so a caller who tries to sell sounds like they have never done this before. You are asking for a meeting. Twenty minutes, on the phone or in person, where you can find out whether you can help. That is a small ask, and small asks get yeses.

The second decision is when. Not “some time next week”. A day and a time. “Tuesday at ten” gives the prospect something to say yes or no to. “When would suit you?” gives them the whole diary to hide in, and they will.

Make both decisions before you dial. Then look at who you are calling. In the call room you get a card: the prospect’s name, their company, and their role. They are a real possible buyer of what you sell, invented from your profile. Use the name in your first sentence. Use the company in your second. A caller who says “is that Sarah at Croft & Sons?” gets a different opening from a caller who says “hello, is that the business owner?”

Then decide your first sentence. One line that proves you know what they do and why you are ringing them and not the phone book. “Sarah, it’s Rob at Northgate. You’ve got that big flat roof on the Leeds Road unit.” That is it. Not who you are, not what you do, not how long you have been going.

Do it now.

1. In the call room, pick Outgoing cold call. Look at the card.
2. On paper, write your first sentence, then the day and time you are going to propose.
3. Dial. One call. Whatever happens, you have already done the two things most callers never do.

Call room: ***outsold.io/call-room***

[Screenshot to add. Figure 5. The card before you dial: who you are calling, their company and their role. Take it on the live app when you next dial out.]

Chapter 7. The six ways they answer

You dial. You hear it ring. Someone picks up, and you have no idea who they are or what sort of day they are having. That is a cold call, and the call room copies it exactly. You get a card with the name, the company and the job title of the person you are calling. You do not get told the mood. The app picks one of six and you find out when they open their mouth.

Each mood has a tell, and the tell is the first thing they say. Learn these six and you will know in two seconds what the next sentence out of you needs to be.

“Hello?” Curt. Flat, clipped, giving you nothing. This person is not hostile, they are waiting to see if you are worth a full sentence. Get to the point. Name, company, one line on why you are calling them and not the whole phone book. If your second sentence is still a warm-up, they are gone.

“Yeah, who’s this? I’ve got about two minutes.” Rushed and busy. They mean it. They are halfway through something and you are the interruption. Do not apologise for calling and do not ask if now is a good time, because they have already told you. Give them a reason to slow down that is about their business, in one sentence, and then ask for a proper time to talk. The ask for the meeting can come this early. With this person it should.

“Who is this? Where did you get this number?” Suspicious. They think you bought a list, and they are testing whether you know anything about them. Answer the question straight. Then prove you know their business: what they do, roughly how big they are, something a real person would have looked up. Bluff and they will catch you. Get it right and they turn into an ordinary prospect.

“Good morning, who’s calling please?” Gatekeeper. Not the decision maker. This person answers for someone else and guards their diary. They will ask what it is regarding, and “I’d like to speak to them about our services” gets you a polite goodbye. Give them something specific and credible to write down. Use the boss’s name from the card. Ask for a slot, not a transfer.

“Hello, speaking.” Politely not interested. Pleasant, unhurried, and already sorted. They have someone. They are happy. They will let you talk and then say no thank you. Arguing that you are better is pointless because they have no complaint. Your only way in is a gap: something their current supplier does not cover, asked as a question, not claimed as a fact.

“What? If you’re selling something I’m not interested.” Openly irritated. Annoyed before you have said a word, and close to putting the phone down. You cannot out-talk this one. The move is to not be the caller they expected. Short, calm, one sentence that is about them, and then silence. If they stay on, you have a call. If they go, you have lost ten seconds.

Two rules that hold for all six.

The prospect on the other end is a real possible buyer of what you sell. They will never tell you that you have the wrong person, because you have not. Every brush-off is about the call: no time, no cold calls, already sorted, no budget, send an email. Answer the brush-off, not the product.

They agree to a meeting when you have done four things. Given them a reason to care in the first exchanges. Handled their pushback without arguing. Actually asked for the meeting, in words. Proposed a day and a time. Miss one and they say no, and they will be right to.

Do it now.

1. Run three cold calls. You do not get to choose who answers.
2. After each one, before you open the feedback, write down the first words you heard and which of the six moods they were.
3. Then read the feedback. Look at the Handling questions and brush-offs section. Check whether what you said second matched what that mood needed.

Call room: ***outsold.io/call-room***

Three calls is about fifteen minutes. The countdown on screen ends the call at zero and the last call still gets its debrief, so finish it properly.

[Screenshot to add. Figure 6. On the call: the countdown runs to the second and the call ends at zero. Take it during a live call.]

Chapter 8. Brush-offs are about the call, not you

“I’m busy.” “Send me an email.” “We’re sorted, thanks.” “There’s no budget.” “Where did you get my number?”

None of those is about your product. The prospect has not heard your product yet. They are about the call: it is an interruption, it is unexpected, and it is easier to end than to have. That matters, because most callers treat a brush-off as an objection to what they sell and start defending it. The prospect, who was only trying to get back to work, now has an argument on their hands, and they end it the easy way.

So do not argue. Do not explain. Agree with the brush-off, then ask for the small thing anyway.

“I’m busy.” “Course you are, I’ll be thirty seconds. Is Tuesday at ten any good for a proper chat?”

“Send me an email.” “I will. What should it say so it doesn’t get binned? Actually, easier if I just tell you Tuesday, ten minutes.”

“We’re sorted.” “Good, most people I ring are. Who’s looking after it for you?” Then listen, because “sorted” often means “we have someone and I have never checked.”

“No budget.” “Understood, I’m not asking you to spend anything. I’m asking for twenty minutes to see if there’s a reason to.”

"Where did you get my number?" Tell them. Straight, no fuss. Then one line that shows you know their business, and carry on.

One reply per brush-off. If they give you a second one, answer that one the same way. If they give you a third, you are probably not getting the meeting today, and the graceful thing is to ask when would be better and get off the phone with your name intact.

In the call room the prospect picks the brush-offs that fit their mood and stays consistent with them. They will not say you have the wrong person. If you find yourself defending the product, you have missed the point of the exercise.

Do it now.

1. Two cold calls.
2. Your only target is the Handling questions and brush-offs section of the feedback reading better on the second call than the first.
3. On each call, count how many brush-offs you got and how many you answered without explaining yourself.

Call room: ***outsold.io/call-room***

Chapter 9. The gatekeeper

“Good morning, who’s calling please?” is the one most callers dread, and it is the one where good callers pull furthest ahead.

The gatekeeper is not the decision maker. They answer the phone for someone who does not want to be interrupted, they ask what it is regarding, and they have heard every version of “I just need two minutes with him” that exists. They are not your enemy. They are doing their job well, and the job is to pass on things that matter and bin things that do not.

So give them something that matters. Something specific and credible they can write on a note. “It’s Rob from Northgate. It’s about the flat roof on the Leeds Road unit, I’ve had a look at it from outside and I think there’s a problem coming.” That is a message. “I’d like to talk to him about our services” is not, and it gets the answer it deserves.

Use the boss’s name. The card gives it to you. “Is Sarah about?” is a caller who knows who they want. “Can I speak to whoever deals with the roof?” is a caller with a list.

Ask for a slot, not a transfer. A gatekeeper cannot put you through to someone who is in a meeting, but they can offer a time. “When’s a good time to catch her? I can ring back, or if she’s got ten minutes Thursday morning I’ll book it in.” You have just asked the diary keeper to open the diary, which is what they are for.

Be pleasant and be quick. The gatekeeper will be the first person you speak to at that company every single time you ring, and they remember callers.

In the call room, the gatekeeper is a different person from the prospect, with their own name and voice. They pass you on or offer a slot only when you have given them something specific and credible.

Do it now.

1. Keep dialling until “Good morning, who’s calling please?” answers. You cannot pick this mood, so it may take three or four calls, and that is part of the drill. Every other mood you meet on the way counts too.
2. When you get the gatekeeper, aim to be put through or offered a slot.
3. Read the outcome line and the Handling questions section. If the outcome is “No appointment”, look for the moment you asked for a transfer instead of a time.

Call room: ***outsold.io/call-room***

Chapter 10. Ask, then name the day

Most cold calls that fail, fail at the end, and they fail for one reason: nobody asked.

Callers do everything else. They open well. They handle the busy brush-off. They get the prospect talking. Then the prospect says “well, that’s interesting” and the caller says “great, I’ll send you some information” and puts the phone down feeling good. No meeting. No time. Nothing in the diary. The prospect forgets the call by lunch.

The prospect is waiting for you to ask. Not hinting. Waiting. In the call room this is written down as four conditions, and they are the same four in real life.

They need a reason to care, early. Not a description of your company, a reason that is about them. You gave them that in your first sentence, if you did chapter 6.

They need their brush-offs handled without an argument. Chapter 8.

They need you to ask for the meeting, in words. “Can we get twenty minutes in the diary?” Not “would that be of interest?”, not “shall I send something over?”, not “maybe we could have a chat at some point.” A question with a yes or no at the end.

They need a day and a time. “Tuesday at ten.” If Tuesday is no good they will say so, and offer another, and now you are negotiating a time rather than whether. That is the whole trick. “When would suit you?” hands them the escape.

Ask earlier than feels comfortable. On a busy prospect, ask in your second sentence. On a curt one, your third. On a polite no, ask as soon as you have found the gap. There is no prize for a long call, and a long call without an ask is a long way to travel for nothing.

If they say no, ask what would need to be true for it to be a yes, and put a date on that instead. “Fair enough. Shall I ring you in a month when the new financial year’s started?” You have still left with a time.

Do it now.

1. Three cold calls.
2. Outcome target: “Appointment booked” on at least one.
3. On the other two, open the transcript and find the line where you should have asked and did not. There is always one. It is usually the line where the prospect said “interesting” or “go on.”

Call room: ***outsold.io/call-room***

Chapter 11. Your worst line

After every call, the coach quotes one line back to you. Not a summary, the actual words you said, copied from the transcript. It is the line that cost you most.

The first time you read it, you will want to argue with it. “But he’d already told me that.” “I was about to get to it.” Fine. Argue for ten seconds, then read it again as if a colleague said it on the call next to you. Usually it is fair. Occasionally the coach has picked a line you can defend, and even then the line next to it is the one.

Your worst lines have a pattern, and the pattern is the thing to work on. Not the individual calls. Five weakest moments in a row will tell you something the feedback on any one call cannot. Some people’s worst lines are always the opening, because they warm up instead of starting. Some people’s are always the moment they got defensive. Some are always the meeting ask, because they hedge it into a question with no answer. Almost nobody’s are spread evenly.

Once you know the pattern, change one thing. Only one. Run a call with that one change and nothing else in your head, and read the new weakest moment. If it has moved somewhere else, the first thing is fixed and you have found the next one. That is how the score goes up: one line at a time, in order, not by trying to be better at everything.

Your call history keeps every transcript, every score and every weakest line, for as long as you have the account. Nobody else can see it. Compare your first week to this one when you feel like nothing is changing. It will have.

Do it now.

1. Open your call history at **outsold.io/history**. Read your last five weakest moments in a row, without the transcripts.
2. Name the pattern in one sentence.
3. Run one call, either mode, changing only that. Read the new weakest moment.
4. Come back to this page when it has moved.

Call room: ***outsold.io/call-room***

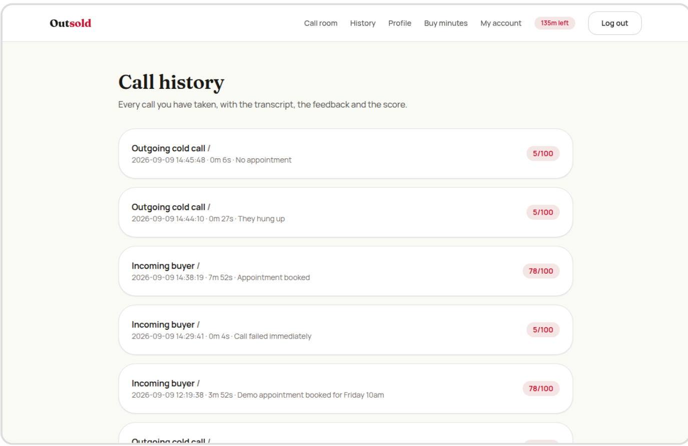


Figure 7. Call history: every call, with its score, outcome, transcript and feedback kept.

When the minutes run out

Your free minutes end on a debrief, not on a locked door. The last call still gets scored, and the screen tells you plainly that the free minutes are used. Your history and every transcript stay open. Only the call room waits for a pack.

Packs are minutes bought outright, no subscription and no expiry timer. They land on your balance the moment the payment clears and they only go down while you are on a call. Buy the size that matches how many of these drills you have left, and go again.

Where everything lives

- The call room: **outsold.io/call-room**
- Your profile and bonus minutes: **outsold.io/profile**
- Every call, transcript and score: **outsold.io/history**
- Minute packs: **outsold.io/pricing**
- The phone answered when you cannot: **callpam.co.uk**

[Screenshot to add. Figure 8. The end of the free minutes: the last debrief, and the packs. Take it once the packs are published and a balance has hit zero.]