

Module 4 – The 10-Minute Weekly Ritual

Cold Calling Digital Programme – Workbook

Module Overview

You've learned the frameworks, tonality modes, and objection scripts in Modules 1–3. Now it's time to **turn those skills into habits**.

Most agents never listen to their own calls. That's why they make the same mistakes for years and wonder why they're not closing more deals.

In this module, you'll build a **10-minute Friday ritual** that turns every call into a training opportunity. You'll learn how to record your calls, what to listen for using our 3-check system, and how to x one mistake per week until you sound completely different in 12 weeks.

This is where amateurs stay stuck and professionals compound their skills every single week.

Introduction

In Modules 1–3, you learned:

- The 4 buyer types in Dubai
- The Universal Call Framework
- The 3-layer Strategic Questioning System
- Tonality modes and daily execution

The 10 most common objections and how to handle them

In this workbook, you'll learn **how to review your own calls** so you get better every single week.

Most agents never listen to their own calls. That's why they make the same mistakes for years.

You're going to build a **10-minute Friday ritual** that turns every objection into a training opportunity.

This is where amateurs stay stuck and professionals compound their skills.

The Self-Review System

Self-review isn't about beating yourself up. It's about **pattern recognition**.

When you listen back to your calls, you're looking for **3 patterns only**:

1. **Did I follow the Universal Framework?** (Opening → Authority → Context → Layers → Direction)
2. **Was my tonality correct for each phase?** (Diagnostic, Advisory, Decisive)
3. **Did I use Acknowledge → Reframe → Redirect on objections?**

That's it. Three things. Not 47 things.

Step 1: How to Record Your Calls

You can't review what you don't record. Here's how to capture your calls cleanly.

iPhone Users

Option 1: TapeACall (paid app)

- Available on App Store
- Records incoming and outgoing calls
- Costs around \$10/month
- Clean audio quality

Option 2: Call Recorder - IntCall (free with credits)

- Free to try, pay per recording
- Works for most countries

- Good backup option
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 - **Option 3: Speakerphone + Voice Memos (free)**
 - Put call on speaker
 - Open Voice Memos app
 - Hit record
 - Not perfect quality, but it works
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Android Users

Option 1: Cube Call Recorder

- Free version available
- Records automatically
- Clean interface

Option 2: Call Recorder - ACR

- Popular choice for Android
- Automatic recording option
- Export to cloud storage

Note: Most Android phones have **built-in call recording**. Check your Phone app settings under "Call recording" or "Call settings."

Desktop (if calling from laptop)

Option 1: Zoom

- Start Zoom meeting with just you
- Make call through Zoom
- Hit "Record" at bottom of screen
- Saves locally after call ends

Option 2: Google Meet

- Similar to Zoom
 - Free recording option
 - Auto-saves to Google Drive
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Legal Note (Important)

In Dubai, you can record your own calls for business purposes without notifying the other party. This is standard practice for quality assurance.

However: If you're calling clients in other countries (Saudi, UK, US, etc.), check local laws. Some countries require two-party consent.

Simple solution: Add this line to your opening:

"Hi [Name], it's me, Aanant. Just so you know, this call may be recorded for quality assurance. [Continue with your opening...]"

Most people don't care. The ones who do will tell you immediately.

Step 2: What to Listen For (Using Our Framework)

When you review a call, you're checking **3 things only**. Not 47 things. Three.

This keeps it simple and actionable.

Check 1: Did I Follow the Universal Framework?

The Universal Framework is:

1. **Opening** – Name, specialty, reason
2. **Authority** – "Owners in your building..." or "I focus on..."
3. **Context** – Reference their specific situation
4. **Layers 1–3** – Situation → Problem → Consequence questions
5. **Soft Direction** – Clear next step with low pressure

Listen for:

Opening:

- Did I state my name clearly?
- Did I position my specialty? ("I focus on sellers in Marina who are upgrading")
- Did I give them a reason to care? ("Owners in your building are getting stronger owners right now")

Authority:

- Did I use social proof? ("Owners in your building...")
- Did I position myself as a specialist, not a generalist?

Context:

- Did I reference their specific situation? Or did I sound generic?

Layers 1–3:

- Did I ask at least 1 Layer 1 (Situation) question?
- Did I dig into Layer 2 (Problem)?
- Did I get to Layer 3 (Consequence)? Or did I stay stuck in Layer 1?

Soft Direction:

- Did I propose a clear next step?
- Was it time-bound? ("Let's do a 10-minute call on Thursday") Did I give them an out? ("If it feels right, we move. If not, no pressure.")

Red flags to listen for:

- Jumping straight to "Are you interested?" without context
- Not asking a single Layer 2 or Layer 3 question
- Ending the call with "Let me know if you need anything" (no direction)
- Sounding like every other agent (no authority positioning)

Check 2: Was My Tonality Correct for Each Phase? _____

Tonality determines whether they trust you or shut down.

You learned 3 tonality modes in Module 3. Now you're going to check if you used them correctly.

The 3 Tonality Modes:

1. **Diagnostic** – Curious, calm, slower pace, inviting them to open up
2. **Advisory** – Confident, steady, delivering knowledge
3. **Decisive** – Clear, direct, time-bound (only at Soft Direction)

Listen for tone shifts:

During Opening and Context (First 30 seconds):

- Should be **Diagnostic** → curious, not pushy
- Slower pace, natural pauses
- You're exploring, not pitching

During Layers 1–2 (Middle of call):

- Should stay **Diagnostic** → asking questions, genuinely listening
- Pace stays calm, no rush
- You're uncovering their situation and problem

When reframing objections or positioning the play:

- Shift to **Advisory** → confident, knowledgeable, steady
- You're delivering data or strategy Not
- defensive, not uncertain

During objections:

- Stay **Diagnostic** → curious, not defensive
- Slower pace, more pauses
- You're clarifying, not pushing

At Soft Direction (End of call):

- Shift to **Decisive** → clear, direct, time-bound

- "Here's what makes sense—I'll pull recent sales, we'll do a 10-minute call Thursday. If it feels right, we move. If not, no pressure. Fair?"
- No hesitation, no "maybe we could..."

Red flags to listen for:

- Using Decisive tone during an objection (sounds pushy, kills trust)
 - Staying in Diagnostic mode when you should be positioning the play (sounds unsure, no authority)
 - Speeding up when they push back (sounds defensive, low confidence)
 - Monotone throughout the call (sounds robotic, no trust)
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Check 3: Did I Use Acknowledge → Reframe → Redirect on Objections?

Every objection should follow the same 3-step structure you learned in Module 2.

The 3-Step Framework:

1. **Acknowledge** – Show you heard them, no defensiveness
2. **Reframe** – Shift the frame from problem to opportunity
3. **Redirect** – Ask a question or propose next step

Listen for the 3-step structure:

Acknowledge:

- Did I start with a softener? ("I totally get it...", "That makes sense...", "I hear that a lot...") Did I sound calm and non-defensive? Or did I jump straight to arguing?

Reframe:

- Did I shift the frame using data or strategy?
- Example: "Out of curiosity, are you seeing the full picture, or just hearing noise online? Because the data I'm seeing shows Marina upgraders are getting multiple offers in 2–4 weeks right now." ● Did I position myself as someone with knowledge, not just opinions?

Redirect:

- Did I ask a follow-up question to dig deeper?
- Example: "If I may ask, what's your main concern: pricing, timing, or something else?"
- Or did I propose a next step?
- Example: "Here's what makes sense—I'll pull recent sales, we'll do a 10-minute call. Fair?"

Red flags to listen for:

- Arguing or defending ("No, you're wrong about the market...")
- Ignoring the objection and pushing forward
- Accepting "I need to think" without digging deeper
- Not using softeners ("If I may ask...", "Just so I understand you better...")
- Sounding defensive, rushed, or desperate

Step 3: The Friday 10-Minute Review Ritual

Here's how top realtors compound their skills every single week.

Every Friday at 4 PM (or end of your call block):

1. Pick **3 calls from the week** where you hit an objection
2. Listen to each call (5–10 minutes per call)
3. Fill out the checklist below
4. Pick **1 thing to x next week**
5. Rewrite **1 objection response** and practice it 5 times out loud

That's it. 10 minutes. Every Friday.

This ritual alone will make you a top 10% closer.

The Friday Review Checklist

Print this checklist and keep it by your desk. Use it every Friday.

Check	Call 1	Call 2	Call 3
Framework Execution			
Did I follow Universal Framework? (Opening → Layers → Direction)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did I use Authority positioning? ("I focus on...", "Owners in your building...")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did I ask Layer 2 (Problem) questions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did I ask Layer 3 (Consequence) questions?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did I propose Soft Direction? (clear next step + out)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tonality Control			
Did I use Diagnostic tone during objections? (not Decisive)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did I shift to Advisory when positioning the play?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did I shift to Decisive only at Soft Direction?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did I sound calm, not rushed or defensive?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Objection Handling			
Did I Acknowledge the objection without defensiveness?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did I Reframe with data or strategy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did I Redirect with a question or next step?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did I use softeners? ("If I may ask...", "Just so I understand...")	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Did I bless and release cleanly if they weren't serious?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

After filling out the checklist:

1. Pick 1 thing to x next week

oExample: "I rushed through objections—need to slow down and pause more"

oExample: "I didn't ask Layer 3 questions—need to dig into consequences"

oExample: "I sounded defensive—need to acknowledge first before reframing"

2. Rewrite 1 objection response

- o Pick the objection you handled worst
- o Rewrite it using Acknowledge → Reframe → Redirect
- o Practice it out loud 5 times before your next call block

3. Track improvement

oIf you're checking more boxes each week, you're getting better

oIf you're stuck at the same score for 2 weeks, get feedback from a coach or team lead

Step 4: Weekly Self-Scoring

At the end of each week, rate yourself on these 3 areas (1–10 scale).

This helps you track progress over time and identify patterns.

Area	Week 1	Week 2	Week 3	Week 4
Framework execution (Opening → Layers → Direction)				
Tonality control (Diagnostic during objections, never Decisive)				
Objection handling (Acknowledge → Reframe → Redirect)				

Target: All 3 scores above 7 by Week 4.

If you're stuck at 5 or below in any area after 2 weeks:

- Record a call and send it to your coach or team lead for feedback
- Focus on that one area exclusively for the next week Drill the specific skill until it becomes automatic

What good scores look like:

- 7–8: You're executing the framework consistently, making minor mistakes
- 9–10: You're executing awlessly, sounds natural and con dent

What low scores mean:

- 4–6: You know the framework but execution is inconsistent
- 1–3: You're not following the framework yet, need more practice

Don't lie to yourself on these scores. Honest self-assessment is how you get better.

What to Do When You Hear Yourself Failing

When you listen back and realize you made a mistake, here's what to do:

Don't beat yourself up. That's a waste of energy.

Instead, **turn the mistake into a drill:**

1. **Identify the exact moment** where the call went wrong
2. **Pause the recording** at that moment
3. **Rewrite the response** using the framework
4. **Say it out loud 5 times** before your next call block

Example:

What you said (wrong):

Them: "I need to think about it."

You: "Okay, no problem. Let me know when you're ready."

What you should have said (using Acknowledge → Reframe → Redirect):

Them: "I need to think about it."

You: "I respect that—this is a big decision. Just so I understand you better, what speci cally do you need to think through? Is it the numbers, the timeline, or something else? Because if I can answer that now, it might help you decide faster."

Drill it: Say that response out loud 5 times before your next call block.

Now when you hear "I need to think about it," your brain will automatically pull the correct response.

That's how you turn mistakes into muscle memory.

Common Patterns You'll Hear (And How to Fix Them)

After reviewing 10–20 calls, you'll start noticing patterns. Here are the most common ones and what they mean.

Pattern 1: You sound rushed or nervous

What you'll hear:

- Fast pace, no pauses
- Talking over the prospect
- Not giving them space to think

What it means:

- You're in your head, not present You're
- worried about rejection

How to x it:

- Before each call, take 3 deep breaths
 - Consciously slow down your opening
 - Pause for 2 seconds after asking a question
 - Practice Diagnostic tone (curious, calm, slower pace)
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Pattern 2: You stay stuck in Layer 1 questions

What you'll hear:

- Only asking surface-level questions
- "Are you thinking of selling?" / "What's your timeline?" / "What's your budget?"
- No digging into problems or consequences

What it means:

- You're not uncovering the real story You're letting
- them stay vague

How to x it:

- Force yourself to ask at least 1 Layer 2 question per call
 - Example: "What's stopping you from moving sooner?"
 - Then ask 1 Layer 3 question
 - Example: "If you wait another 6 months, what does that cost you?"
-

Pattern 3: You collapse at objections What you'll**hear:**

- Defensive tone when they push back
- Arguing or justifying
- Giving up immediately ("Okay, no problem, let me know if you change your mind")

What it means:

- You're taking objections personally
- You don't have scripted responses ready

How to x it:

- Review Module 2 objection responses again
 - Pick the 5 objections you hear most often
 - Write out Acknowledge → Reframe → Redirect for each
 - Practice them out loud 10 times each
 - Keep the script next to you during calls until it's automatic
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Pattern 4: You don't propose clear next steps What you'll

hear:

- Calls ending with "Let me know if you need anything"
- No Soft Direction
- No time-bound next step

What it means:

- You're afraid to ask for commitment You're
- leaving the ball in their court

How to x it:

- Every call must end with Soft Direction
 - Template: "Here's what makes sense—[specific action], [specific time]. If it feels right, we move. If not, no pressure. Fair?"
 - Practice this template 10 times out loud
 - Use it on every single call until it's automatic
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Pattern 5: You sound robotic or scripted

What you'll hear:

- Monotone delivery
- No natural pauses
- Sounds like you're reading

What it means:

- You're focused on the words, not the person You're not
- present

How to x it:

- Internalize the framework, don't memorize word-for-word scripts
- Focus on the structure (Acknowledge → Reframe → Redirect), not exact wording

- Use softeners naturally ("If I may ask...", "Just so I understand you better...")
 - Practice with a friend or team member who gives you real objections
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The Compound Effect of Self-Review

Here's what happens when you do this every week for 12 weeks:

Week 1–2:

- You'll hear yourself making obvious mistakes You'll cringe at
- how defensive or rushed you sound That's good. It means
- you're aware now.

Week 3–4:

- You'll start catching mistakes mid-call You'll correct
- yourself in real-time
- Your scores will jump from 4–5 to 6–7

Week 5–8:

- The framework will start feeling automatic
- You'll sound more natural and confident Your scores
- will hit 7–8 consistently

Week 9–12:

- You'll sound like a completely different person
- Prospects will trust you faster
- Your close rate will double or triple

This is not theory. This is what happens when you commit to 10 minutes every Friday.

The agents who skip this step stay stuck at the same level for years.

The agents who do this ritual compound their skills every single week.

Self-Review Checklist (Before Your Next Call Block)

Before your next call block, confirm:

- ✔ have a way to record my calls (app or speakerphone + Voice Memos)
 - ✔ I've set a Friday 4 PM calendar reminder for my weekly review ritual
 - ✔ I've printed the Friday Review Checklist and keep it by my desk
 - ✔ I know the 3 things to listen for: Framework, Tonality, Objection Handling
 - ✔ I'm ready to pick 1 thing to x each week and drill it before the next call block
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Final Mindset Shift

You can't improve what you don't measure.

Most agents avoid listening to their own calls because they're scared of hearing how bad they sound.

That fear keeps them stuck.

The top 10% listen to every call. They catch patterns. They x one thing at a time. They compound their skills every single week.

In 12 weeks, they're unrecognizable.

You're about to do the same thing.

Action Steps

1. Download a call recording app today (TapeACall for iPhone, Cube Call Recorder for Android, or use Zoom)
2. Record your next 5 calls this week
3. This Friday at 4 PM, review 3 of those calls using the Friday Review Checklist
4. Pick 1 thing to x next week
5. Rewrite 1 objection response and practice it out loud 5 times

6. Rate yourself on Framework, Tonality, and Objection Handling (1–10 scale)
7. Set a recurring Friday 4 PM calendar reminder for the next 12 weeks

In Module 5, you'll learn **how to troubleshoot calls that go wrong**— the 4 most common failure scenarios and exactly how to recover using the framework.

Now go to Module 5.