

Sales Authority Media Presents the Top 10 Global Sales Coaches' View on Cold Calling in 2026

Cold calling isn't dead, but bad cold calling is. The sales coaches and experts below are influencing how some of the world's best SDRs, BDMs, and sales teams pick up the phone, open conversations, and book meetings.



TOP 10 SALES COACHES TRANSFORMING COLD CALLING IN 2026

Sydney, New South Wales Mar 31, 2026 ([IssueWire.com](https://www.IssueWire.com)) - Sales Authority Media is one of the most promising platforms that can transform any salesperson's career with valuable knowledge. It helps fast-forward the sales game with the help of lessons from Silicon Valley leaders on different topics. The platform's courses hold a wide range of topics, all related to the art of selling. Recently, the company has published the list of the top 10 global sales coaches who are influencing how some of the world's best SDRs, BDMs, and sales teams pick up the phone, open conversations, and book meetings, and their views on cold calling in 2026.

All of them agreed on one thing: cold calling is alive and thriving for people who know how to do it properly. Each of the leaders in the Sales Authority Media's list has a unique philosophy with an

eccentric approach that transforms how people show up on the phone.

- **Josh Braun**, Founder of [Braun Training](#)

Josh's career spans roles in sales leadership, product marketing, and training across companies like Basecamp and Jellyvision. His work is grounded in real-world selling, objection handling, and human behavior, all delivered through simple, practical frameworks that help sellers reduce pressure and spark curiosity.

Over the past decade, he has built a global following by teaching salespeople how to sound more human and less scripted, often using humor, short videos, and simple language to demystify sales conversations. Josh has trained thousands of SDRs and sales teams worldwide and built one of the largest online communities focused on practical outbound selling.

Cold Calling Quote: "People don't dislike cold calls. They dislike calls that feel salesy, self-serving, and assumptive."

Josh's philosophy is clear: cold calling isn't the problem - how we cold call is.

- **Marcus Chan**, CEO and Founder of [Venli](#)

Marcus Chan's sales career began with a near-disaster: he almost got fired just 60 days into his first B2B sales job. Instead of giving up, he rebuilt his entire approach from the ground up. That decision led him to become the #1 rep in 12 different roles and eventually led a \$195M sales organisation.

Today, he is the founder of Venli Consulting Group, where he trains teams on sales execution, messaging clarity, and high-performance selling behaviours. Marcus now works with high-growth companies and global sales teams, helping them build scalable outbound and closing frameworks.

Cold Calling Quote: "You don't lose deals in discovery. You lose them in the first 10 seconds." A powerful reminder that cold calls are often won or lost in the opening moments.

- **Rana Kordahi**, Founder of [The Selling Academy](#)

Rana began her sales career at 23, working as a secretary in an import-export business. When the company was struggling, she picked up the phone, started cold calling, and helped save the business, discovering a natural talent for influence, communication, and human behavior.

Since then, she has trained thousands of sales and non-sales professionals, helping them overcome fear, build confidence, and transform how they approach outreach. She has been listed as one of the top 15 Sales Coaches in Australia by the Australian Business Journal and has spoken on the TEDx stage with an engaging and insightful talk, 'Achieve Anything in Life by Learning How to Sell.'

Today, she is recognized globally not just as a sales coach but as a behavioral transformation specialist. Her work goes far beyond scripts and techniques, focusing on intrinsic behavior change, mindset, and identity, and removing fear and avoidance around the phone.

On top of all that, she's a sales coach who still makes sales calls herself and has never lost touch with the realities of cold calling.

Cold Calling Quote: “Cold calling isn’t about closing, it’s about opening the door.” Her approach transforms teams who fear the phone into confident, high-performing outbound reps.

- **Jason Bay**, CEO of [Outbound Squad](#)

Jason began his career at College Works Painting, where he progressed from Branch Manager to senior sales leadership roles. Those early years taught him how to recruit, train, and coach reps, long before he became one of the world’s leading outbound trainers.

His experience managing and developing large teams of student reps gave him a deep understanding of human behavior, motivation, and the psychology of phone-based selling. After leaving College Works, Jason transitioned into SaaS and consulting, where he refined his frameworks for prospecting, messaging, and cold-call delivery. He later founded Outbound Squad, a training and coaching platform that blends tactical skills with mindset, structure, and real-world call breakdowns.

Jason is known for his ability to take complex outbound concepts and turn them into simple, repeatable systems. His content, from live call reviews to objection-handling breakdowns, is widely used by SDRs, BDMs, and sales leaders looking to modernize their outbound approach.

Cold Calling Quote: “Tonality is everything in cold calls. The best script won’t save bad delivery.”

Jason’s methodology is built around presence, delivery, and confidence, helping reps sound more human, more curious, and more in control on every call.

- **Lotte Lobé**, Founder of Topsales Amsterdam

Lotte Lobé is a sales trainer, speaker, and author known for her practical approach to B2B sales and personal branding. She is the founder of Topsales Amsterdam, where she helps professionals and commercial teams strengthen their sales skills, develop more effective acquisition strategies, and position themselves as trusted experts in their markets.

Her journey into sales began early; at just 17, she started cold-calling to sell lottery tickets. That experience sparked a long career in business development and consultative selling. She later worked in London selling solutions to financial institutions, including HSBC, ABN AMRO, and Deutsche Bank, before launching her own sales training company. Today, Lotte trains B2B teams across multiple industries and regularly speaks at business events about sales, acquisition, and personal branding. She is also the author of Top of Mind, which focuses on how professionals can build authority and visibility so prospects think of them first when a need arises.

Cold Calling Quote: “If you truly believe you can improve your client’s life, it’s your responsibility to let them know you exist.”

Her philosophy focuses on helping professionals overcome hesitation around sales and confidently put themselves and their expertise in front of the right clients.

- **Benjamin Dennehy**, Founder of The UK’s Most Hated Sales Trainer®

Benjamin started his career as a recruitment consultant, where he learned firsthand the realities of rejection, gatekeepers, and high-volume phone-based selling. This experience shaped his direct, psychology-driven approach to sales conversations.

Often referred to as “The UK’s Most Hated Sales Trainer” (a title he wears proudly), Benjamin teaches reps how to embrace objections, challenge prospects respectfully, and remove the fear that holds many salespeople back.

His brutally honest training style has made him one of Europe’s most recognizable voices in cold calling and objection handling.

Cold Calling Quote: “There are no objections, just statements or questions.” A classic Dennehy reframe that changes how reps interpret resistance.

- **Luigi Prestinenzi**, Co-Founder & CCO (Coach Pilot)

Luigi began his sales career in a Telstra call center, learning the craft through rejection, repetition, and resilience. Those early experiences shaped his obsession with prospecting excellence, disciplined pipeline building, and the daily habits required for consistent sales success.

Over time, Luigi became known for his ability to turn struggling prospecting teams into high-performing outbound units by focusing on prospecting cadence, activity discipline, and mental resilience, three areas where many sales teams fail.

As the founder of Coach Pilot, Luigi has helped thousands of sales professionals across Australia and internationally improve their prospecting capability, pipeline generation, and outbound consistency. His work strongly reinforces the idea that pipeline problems are rarely market problems; they are prospecting discipline problems.

Companies worked with include: organizations across technology, education, finance, telecommunications, professional services, and enterprise B2B sectors.

Cold Calling Quote: “You’re not selling anything on a cold call, you’re creating an opportunity.” A simple but powerful reframe that removes pressure and increases confidence.

- **Tony Hughes**, Founder of Sales IQ Group

Tony Hughes has spent more than 35 years in sales leadership across enterprise technology, SaaS, and complex B2B environments. Over that time, he has built a global reputation as one of the leading voices in modern prospecting and revenue generation.

He is the author of *Combo Prospecting*, widely regarded as one of the most influential books on modern B2B prospecting. The book challenges the idea that digital outreach has replaced the phone and instead promotes a multi-channel approach that combines calls, email, social outreach, and insight-driven messaging.

Tony’s work focuses heavily on helping sales teams reach senior decision-makers, particularly in enterprise environments where access is difficult and competition is high. He teaches salespeople how to lead with insight, create value early in conversations, and earn the right to deeper discussions.

His research and writing consistently reinforce the importance of the phone as a strategic tool, especially when combined with intelligent, well-timed outreach across multiple channels. Companies he has worked with include: Salesforce, SAP, Adobe, IBM, Schneider Electric, Red Hat, Canon, Grant Thornton, BAE Systems, Flight Centre, and government organisations across Australia and New

Zealand.

Cold Calling Quote: “If you just master cold calling, your entire career will be transformed from the inside out.” Tony’s message is clear: the phone remains one of the most powerful tools in modern sales when used strategically.

- **Becc Holland**, CEO and Founder of Flip the Script

Becc built her reputation leading high-performing outbound teams at companies such as Gong, G2, and Chorus.ai before founding Flip the Script. Through these roles, she developed deep expertise in modern outbound strategy and how messaging must evolve to match the way buyers research and engage today.

Her work has reshaped how the industry thinks about relevance, personalisation, and message-to-market fit. Rather than teaching scripts, Becc focuses on helping sales teams understand buyer context, intent signals, and the psychology of attention, ensuring outreach feels thoughtful rather than transactional.

She is widely known for her research-driven approach to prospecting and her belief that outreach should feel like a continuation of the buyer’s world, not an interruption. Her frameworks are widely used by SDR teams looking to move beyond volume-based outreach and toward insight-led conversations that actually earn replies.

Becc’s “Flip the Script” methodology is used by modern outbound teams to dramatically increase response rates, meeting conversions, and message relevance.

Cold Calling Quote: “Cold calls work when they’re strategic, relevant, and rooted in real insight.” Becc’s entire brand is about making outreach impossible to ignore.

- **Dale Dupree**, Founder and CEO of The Sales Rebellion

Dale spent 13 years selling copiers, earning the nickname The Copier Warrior. His copier-sales background shaped his philosophy of creative, human-centred outreach that breaks patterns and builds trust.

He’s widely known for his unconventional, pattern-breaking outreach ideas that create memorable first impressions with prospects. One of his most shared stories is his “**empty donut box**” outreach, where he mailed a donut box with a note that read: *“I bought these for our first meeting but never heard from you and they were going stale, so I ate them. Sorry.”*

It’s a perfect example of his ability to blend humour, vulnerability, and creativity to spark genuine connection. Today, he leads The Sales Rebellion, a global movement encouraging sales professionals to ditch robotic outreach and reconnect with authenticity, creativity, and empathy.

Cold Calling Quote: “Creativity isn’t about being weird, it’s about being genuinely human in a robotic sales world.”

Dale teaches reps how to stand out in a sea of sameness and create emotional resonance from the very first touch.

The list of Sales Authority Media reflects popular practitioners who have shaped the modern cold-calling landscape. They have all agreed that cold calling is still important in 2026, and people who do it the right way will definitely get the benefits. Know more details at: <http://salesauthority.media>.

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