CONVOSO

Cold Call Sales Script Template

I. THE PHONE APPROACH is the beginning of the Sales Cycle. This is your first contact with the prospect or client. This should be taken seriously and perfected.

The purpose of the phone approach is to get the appointment, not to sell the product. Too much information on the front end will cause your prospect to feel they can make a decision without your full presentation. This is not what you want. Therefore, a planned approach will serve you better.

A. Here is the initial phone approach you should use if you intend to set an in-person meeting:

Hello, my name is_____and I work with_____*(Company Name)*____. Are you familiar with us? We are_____.

The reason I'm calling is that I'll be attending a ____*(Event, Meeting, etc.)*____ in your *city/town* and I wanted to stop by and introduce myself and my company. Would you have some time on____*(Date)*____at____*(Time)*____or____*(Alternative Time)*____?

B. Here is the initial phone approach you should use if you intend to set a follow up phone call after the discovery/qualifying call:

The reason I am calling is that I will be in your area next_____and I'd like to stop by and introduce myself and my company. Would you have some time on Tuesday, say 9 or 11?

II. **OBJECTIONS TO THE APPOINTMENT:** Often times you will encounter objections or negotiations over the phone. Don't let that discourage your agents, instead – respond strategically to maximize your chances of getting a follow up meeting/ appointment scheduled or achieving a first-call-close deal. Follow one of the following objections and answers below:

A. Prospect/Lead: "Go see/talk to someone else!"

How to respond to an objection when trying set an in-person meeting:

Great! I'll be glad to meet with/talk to whomever you recommend, however, my experience suggests that I meet/talk with you for a few minutes. If you think my idea has any merit, I'm more than happy to meet up with you wherever you'd like (No Pause).

As I mentioned, I'll be in your area on_____and I'd really like to stop by and introduce my company and myself, I really believe you'll get value from it. Would you have some time on_____*(Date)*_____at_____*(Time)*_____or_____*(Alternative Time)*_____?

How to respond to an objection when trying set a follow up call:

Great! I'll be glad to speak with whomever you recommend to tell them more about what we do, however, based on my experience I really think you'll see tremendous value in what we do. If you think my idea has any merit, I'm more than happy to set a follow up call to provide you with more detail (No Pause).

I am willing to work around your schedule so we can get a call scheduled. I'd really like to introduce my team and my company to you, I really believe you'll get value from it. Would you have some time on_____*(Date)*_____at_____*(Time)*_____or _____*(Alternative Time)*_____? If not, what day and time works best for you?

B. Prospect/Lead: "Tell Me About It On The Phone!"

How to respond to an objection when trying set an in-person meeting:

(Prospect/Lead's Name) , sure I'd be glad too. _(Company Name)_ is a _(Service/Offering Type)_ . We specialize in_____.

That being said, in order for you to gain maximum value and insight into how you'll truly benefit from_____, an in-person meeting will be the most effective method. As I mentioned, I'll be in your area on_____(Date)___would you have some time at ____ _(Time)___or_____(Alternative Time)___?

How to respond to an objection when trying set a follow up call:

(Prospect/Lead's Name) , sure I'd be glad too. _(Company Name)_ is a _(Service/Offering Type)_ . We specialize in_____.

However, in order for you to gain maximum value and insight into how you'll truly benefit from_____, I'll need set a follow up call with you so we have more time for me to present some material about our product specific to your needs via a screen share conference. That being said, would_____(Date)___either at_____(Time)___or_____ _(Alternative Time)___work for you? If not, what time and date works best?

C. Prospect/Lead: "Send me information!"

How to respond to an objection when trying set an in-person meeting:

(Prospect/Lead's Name) great, I'll be happy to do that, however, the material we have doesn't cover what I'd like to tell you in person. It will take about 15 minutes. *Note: Most businesses want to know what other businesses are doing to save money and improve their service.*

As I mentioned, I'll be in your area on_____(Date)___would you have some time at ____ _(Time)___or_____(Alternative Time)___?

How to respond to an objection when trying set a follow up call:

(Prospect/Lead's Name) great, I'll be happy to do that, however, I'd also like to provide you with material that's custom tailored to highlight areas specific to your needs that we can help solve. That being said, I'll need to set up a follow up call – the call will take about 15 minutes.

Are you available on____*(Date)*____would you have some time at____*(Time)*____or ____ *(Alternative Time)*____?

D. Prospect/Lead: "Too Busy, Vacations, Etc!"

How to respond to an objection when trying set an in-person meeting:

Ok.____*(Prospect/Lead's Name)*____, I can certainly understand that, I am back in your area on____*(Date)*____. Could we go ahead and pencil something in for then?

How to respond to an objection when trying set a follow up call:

Ok.____*(Prospect/Lead's Name)*____, I can certainly understand that, I would still love to provide you with more information about our services, as I truly believe you will gain/see tremendous value. May I call you back on____*(Date)*____around____*(Time)*____ or____*(Alternative Time)*____?

E. Prospect/Lead: "I Am Not Interested!"

How to respond to an objection when trying set an in-person meeting:

____*(Prospect/Lead's Name)*____, I can certainly understand that. Most people don't have enough information when I call them to know whether they are interested or not. That's why I called. As I mentioned, I'll be in your area on____*(Date)*____and I'd like to stop and introduce myself and my company. Would you have some time around____*(Time)*____or____*(Alternative Time)*____for a quick meet up?

How to respond to an objection when trying set a follow up call:

____*(Prospect/Lead's Name)*__, I can certainly understand that. Most people don't have enough information when I call them to know whether they are interested or not. That's why I called.
In order to give you the most insight that's of value to your company specifically, I can put together some material that's custom tailored to highlight areas specific to your needs that we can help solve. May I follow up to present that material to you on *(Date)*____around____*(Time)*____or____*(Alternative Time)*____?

III. GATE KEEPERS / VOICEMAIL: Over and over I hear people say they can't get through the gatekeepers. Well, I can't either so let's all give up. Seriously, let's talk about some ideas to help overcome gatekeepers.

First, if you know what you're facing, why not prepare for it? I doubt if most sales people have prepared standard answers for gate keepers. So, begin by preparing answers for gatekeepers.

A. Salesperson: "Hello, may I speak with *(*Name of Contact/Prospect*)*?"

Gatekeeper: "May I tell him who is calling and what it's regarding?"

> **Now, you give a planned response, well thought out beforehand.*
>
> "It's_____*(Name)*_____from_____*(Company Name)*_____, is he/she in?"

*Now, you're back in control because you're asking the question. A lot of gatekeepers will put you through.

Most people say too much and talk themselves out of getting through. The less said the better. Everything you say can and will be used against you.

So, you get a great gatekeeper and she/he answers "He is in but what's it about?"

> "_____*(Company Name)*_____is_____. We are a_____. May I speak to him/her?"
>
> **Again, it's brief, tells very little and puts me back in control.*

Now, she/he says, "I'll see if he'll/she'll take your call" and she/he comes back on the phone and says "He's/she's not interested."

> Response: "Fine, thank you very much."
>
> **Then hang up and call someone else. No, you can't win everyone but note that every "No" is a part of a "Yes", and the more no's you get, the more yes' you will also get.*

However, if the gatekeeper says "_____*(Contact Name)*_____isn't in or he's/she's in a meeting"

*The gatekeeper becomes your ally.

> "When do you expect him/her back?"
>
> **Whatever the gatekeeper says, the next question is:*

> "Are you his/her assistant?"

Answer "yes";

> The next question is: "What's your name?"

Answer: "my name is_____ *(Name of Assistant)*_____"

> **It's important that you make sure you write that down for the future!*
>
> Next question: "Do you keep his calendar?"

Answer "No"

> "When should I call him/her back?"

Answer "I don't know, he/she comes and goes"

> "Does he/she come in early or stay late?" or "Does he/she go to lunch early or late?"

Answer: "He's/she's here around_____ *(approximate time of day)*_____ every day"

> "Alright, thank you *(Name of Assistant)*. I'll try back later."
>
> **Now, you know when to call and his assistant's name. You have now moved closer to a yes.*

B. What about voice mail? Well, there are a lot of different theories. Here's our method:

1. Leave a brief message the first time and don't ask them to call you back unless they know you or have requested information from your company. You shouldn't expect them to call you back. If they did, you'd probably be busy and just frustrate them.

2. After you've called a few more times over a week or so leave a second message. "It's_____still trying to catch you. I'll call back later."

> **Voice mail is just another obstacle and the best answer is persistence and determination. Don't be scared to call an unreasonable number of times if you hit voice mail.*

After you get voicemail a few times, go through the main switch board, get a live person and ask if *(contact name)* has an assistant. Then, say:

"can you connect me to her/him?"

The point is now you've got a gatekeeper and you already know how to deal with them. Always ask for their direct line.

There are no tricks and no easy way to get decision makers on the phone. However, know this – every salesperson faces the same obstacles. Also, there are two kinds of people, those who look for an excuse and those who find a way. (Then you will get another objection you can answer).

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