Hi, [PROSPECT’S NAME]. My name is [YOUR NAME], from [COMPANY]. How are you?

Our mutual colleague, [COLLEAGUE'S NAME], and I have seen great results with our [SOLUTION]. We were discussing others who would benefit from using our [SOLUTION] and [COLLEAGUE'S NAME] mentioned you might.

I’m impressed by your company’s [TRAIT/PROGRAM] and love the [THING(S)] you are doing. I’d love to show you a demo and break down how we’ve been able to help [COLLEAGUE'S NAME] generate so much ROI in such a short amount of time.

Do you have 20 minutes available on [DATE(S)]?
Hello, [PROSPECT’S NAME]. My name is [YOUR NAME], from [COMPANY]. How are you today?

I wanted to give you a quick call because we’re working with a few companies similar to yours who are looking to [SOLUTION OFFERING], and that's what we do. Do you have a few minutes to talk about the different ways we can help you get your [SERVICE OFFERING] where you want it to be?

(Prospect answers — if no: set up a time to talk, if yes: proceed with the script)

Can you explain what you're using now and what results you're getting?

(Prospect explains)

Good news. We should be able to help you via our [SOLUTION]. Are you available [DATE] to meet with me and [COLLEAGUE] to explain how our features like [FEATURE], [FEATURE], and [ADDITIONAL FEATURE(S)] can help you [GOAL]?
The uninterested prospect script

Hello, [PROSPECT’S NAME]. My name is [YOUR NAME], from [COMPANY]. How are you today?

[SPECIALTY] is our bread and butter. Do you have three minutes to talk about the different ways we can help [SOLVE ISSUE] with features like [FEATURE], [FEATURE], and [ADDITIONAL FEATURE(S)]?
Hi, [PROSPECT’S NAME]. My name is [YOUR NAME], from [COMPANY]. I was hoping to speak with you about [SUBJECT]. Do you have a minute to spare?

(Prospect response yes)

Thank you. I speak with companies similar to yours all the time who share the same pain points. May I ask how you have been managing your [PAIN POINT]?

(Prospect response)

Sounds like we could be a good fit to help you with a solution. Can we set up a time next week so we can speak more in-depth about how we can help?
Hi, [PROSPECT'S NAME], I’m [YOUR NAME].

I called because we do a great job at solving [PROBLEM]. Since [PROSPECT'S COMPANY] does [INDUSTRY], I'd imagine you might be looking for a solution.

Do you have a few minutes so I can break down successes and solutions we've had with companies similar to yours in the past?
The elevator pitch script

Hello, [PROSPECT’S NAME]. My name is [YOUR NAME], from [COMPANY]. How are you today?

[SPECIALTY] is our bread and butter. Do you have three minutes to talk about the different ways we can help [SOLVE ISSUE] with features like [FEATURE], [FEATURE], and [ADDITIONAL FEATURES]?
Hello, [PROSPECT’S NAME]. My name is [YOUR NAME], from [COMPANY]. How are you today?

I’m calling to discuss some solutions we provide to help you create [SPECIALTY]. Is that something you’d be interested in?

(If Prospect says yes)

Great! There are a couple of different options that we have that can help your company. Our [PRODUCT OPTION 1] focuses on providing a [SPECIALTY], whereas [PRODUCT OPTION 2] is created for [SPECIALTY]. Which one would be the best fit for your team?

(Prospect picks option A or B)

Perfect. May I ask you a few questions first? Ask them a few questions to understand how the products will be most effective for their needs.

Are you available [DATE/TIME] for a 20-minute demo or in-depth product review? I promise it will be worth your time.
Hi, [GATEKEEPER’S NAME]

My name is [NAME] from [COMPANY]. I am looking to speak with [PROSPECT’S NAME] or the decision maker for [NAME OF DEPARTMENT] department. Would you mind transferring me to the appropriate contact? Providing me with their phone number, email, or extension would also be helpful. Thank you.
Leaving a voicemail script

Hello, [PROSPECT]. This is [YOUR NAME] from [COMPANY]. I am calling to learn more about your company’s [AREA OF SPECIALTY] and talk about how we can help you make it better.

Feel free to call or text me at [PHONE NUMBER]. I will also follow up with an email if that works better for you. I look forward to connecting.
Hi, [PROSPECT]. This is [YOUR NAME] from [YOUR COMPANY]. I am just following up on the message I left you on [DATE] and was hoping to connect and talk about how we can help make your [PAIN POINT] better.

Again, my number is [YOUR PHONE NUMBER]. Feel free to call or text and I look forward to speaking with you.
Script for the “I don’t have time to talk” response

Thank you for letting me know. I’ll plan on calling back [DATE/TIME], unless there’s a more convenient time for you. Hope you have a great day.
Hello, [PROSPECT’S NAME]. My name is [YOUR NAME] from [COMPANY]. Before we talk business, I saw on [SOCIAL MEDIA] that you [FACTS ABOUT THE PROSPECT].

(Prospect reply)

Great! I am calling to speak with you about [SUBJECT]. Do you have three minutes to talk about the different ways we can help boost your [SUBJECT] with features like [FEATURE], [FEATURE], and [ADDITIONAL FEATURES]?
The follow-up call to an email script

Hello, [PROSPECT’S NAME]. This is [YOUR NAME] from [COMPANY]. I sent you an email last Monday about discussing solutions for your [PAIN POINT]. Have you had a chance to read it?

(If yes)

Perfect! Did you have any questions that I can answer for you first?

(If no)

No worries, I understand how busy it can get. I can give you a quick rundown on the info if you have a couple of minutes.
Managing objections script

Hello, [PROSPECT’S NAME]. This is [YOUR NAME] from [COMPANY]. I am calling to speak with you about [SUBJECT]. Do you have three minutes to talk about the different ways we can help boost your [SUBJECT] with features like [FEATURES], [FEATURES], and [ADDITIONAL FEATURES]?

(Prospect rejects proposal)

I understand that this isn't a priority for you at the moment. Can you squeeze in a quick 20-minute meeting on [DATE/TIME] to allow us to explain the value we can bring to your company and learn more about our product so you can make an assessment?