

Cold Call Script 1.7

FIRST CALL – SALES PROCESS FLOW

INTRODUCTION

"Hello, my name is _____. Is [BUSINESS OWNER] available?"

Gatekeeper asks: "Who's calling?" / "What's this regarding?" / "How did you find us?"

"Of course! I found you guys through the [CITY] Chamber of Commerce website. I'm a local business owner in [CITY]/in the area. We build _____ (or we do _____). I saw a potential fit between our businesses and wanted to reach out."

If you KNOW the Owner's name:

"... and I was hoping to talk to [BUSINESS OWNER] about it."

If you DON'T KNOW the Owner's name:

"... but I'm not sure I'm in the right place. Usually I speak with the marketing director, founder, or owner. Would that be you?"

→ **If YES:** continue below.

→ **If NO:** get the owner's name and best time to reach them, then make a follow-up call.

"TIME TO TALK?"

You're gauging whether you've reached the right person and whether now works.

- If they're clearly busy or it's a bad time, don't push them to talk.
- Book a callback instead: "Sounds like I caught you at a busy time. I can call back later today or later this week. Which of those work for you?"
- Don't hesitate to ask a direct question about their time: "Did I catch you at a bad time?" If NO, proceed. If YES, schedule a follow up.

OPEN, THEN ASK FOR THE APPOINTMENT

If you're NOT talking to the owner yet ("What do you do?" / "How can I help?"):

"We do _____ and _____. It seemed like there might be a good fit, because..."

Examples:

- "...you might want more customers to be able to find you online."
- "...your site looks like it could use a refresh (or updating)."
- "...I couldn't find a website for you, and you might be losing money because of it."

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OPEN, THEN ASK FOR THE APPOINTMENT ... continued

If you ARE talking to the owner: open, schedule the appt, and aim to uncover all three: (1) their problem, (2) the impact on them, and (3) how you can help.

Lead with one of these:

Template:

- "We help ____ [YOUR AUDIENCE] by ____ and ____ [WHAT THEY GET / THE OUTCOME] through ____ and ____ [WHAT YOU OFFER]. Could I schedule ten minutes to talk more about that?"

Example:

- "We help small businesses bring in more customers and keep more of the ones they have through building websites and specialized search engine optimization. Could I schedule ten minutes to talk more about that?"

OR

- "We build websites, and I noticed yours looks a little out of date." / "...I couldn't find a site for you at all. Worth a quick conversation? We can schedule ten minutes to see how I can help."

→ **NOTE:** Use the template to fill in your details, then build your own example.

ENOUGH MOTIVATION? → SCHEDULE OR FOLLOW UP

"Based on what you've told me, I think a quick conversation would be worth your time."

→ **If YES:**

- "Perfect. It'll only take about ten minutes. What days are you free this week?" [nail down a day]
- "Are mornings or afternoons better?" [nail down a time]
- Confirm the date and time back to them, and thank them for their time.

→ **If NO:**

- "No problem, I appreciate your time today."
- "Mind if I follow up in _____ to make sure the site's still doing what you need?"