

First Sales Call?

JUST DO THESE 5 THINGS

Nervous? Good. That's totally normal! You don't need to memorize the whole flowchart. On your first few calls, just do these five things and let the rest go. Repeat practice is the key.

1. Say who you are, ask if it's a bad time.

Open with your name, what you do, and a quick check that you're not interrupting. If it's a bad time, ask when's better and call back. If it's fine, keep going.

- Example: "Hi, my name is Zak. I run a local business here in Pueblo where we build websites for small businesses. Did I catch you at a bad time? / Is now a bad time to talk?"
- Template: "Hi, my name is _____. I run a local business here in _____. We (build/sell/fix) _____ and it looks like our businesses could be a good fit. Is now a bad time to chat?"

2. Ask about their situation, stop talking.

Ask an open question about the thing you help with, then listen. Don't pitch right away. Whatever problem they mention is the thing they might pay to fix, so write it down.

- Example: "How's your website working for you right now?"
- Template: "How's _____ working for you right now?" / "When's the last time you had trouble with _____? / Is _____ doing everything you need (or want) it to do?"

3. Ask what that costs them.

Help them say the problem out loud in their own words. What it costs them: time, money, customers, stress. This matters more than anything you could say or try to pitch.

- Example: "That sounds stressful. Has that cost you any customers so far?"
- Template: "What's that been like for you?" / "How do you think that's impacted your business?"

4. Ask for ten minutes, not the sale.

You're booking a meeting, not closing today. Suggest a short conversation and nail down a specific day and time.

- Example: "Sounds like it might be worth a quick conversation. Could I grab ten minutes this week? Perfect! Are mornings or afternoons better?"

5. If it's a "No," leave the door open.

A no today isn't a no forever. Thank them, ask to check back later, and move on.

- Example: "No problem at all, I appreciate your time. Mind if I check back in a few months?"