

Cold Call

To Businesses Offering Roofing Services

Important things to do on/before the call:

- On the call...
 - *Talk slowly*
 - *Be aware of your breathing*
 - *Maintain good posture*
- Before the call...
 - *Practice the script until it sounds natural*

Target Audience Details:

Small, local businesses near where I live that offer roofing services

Objective of the Cold Call:

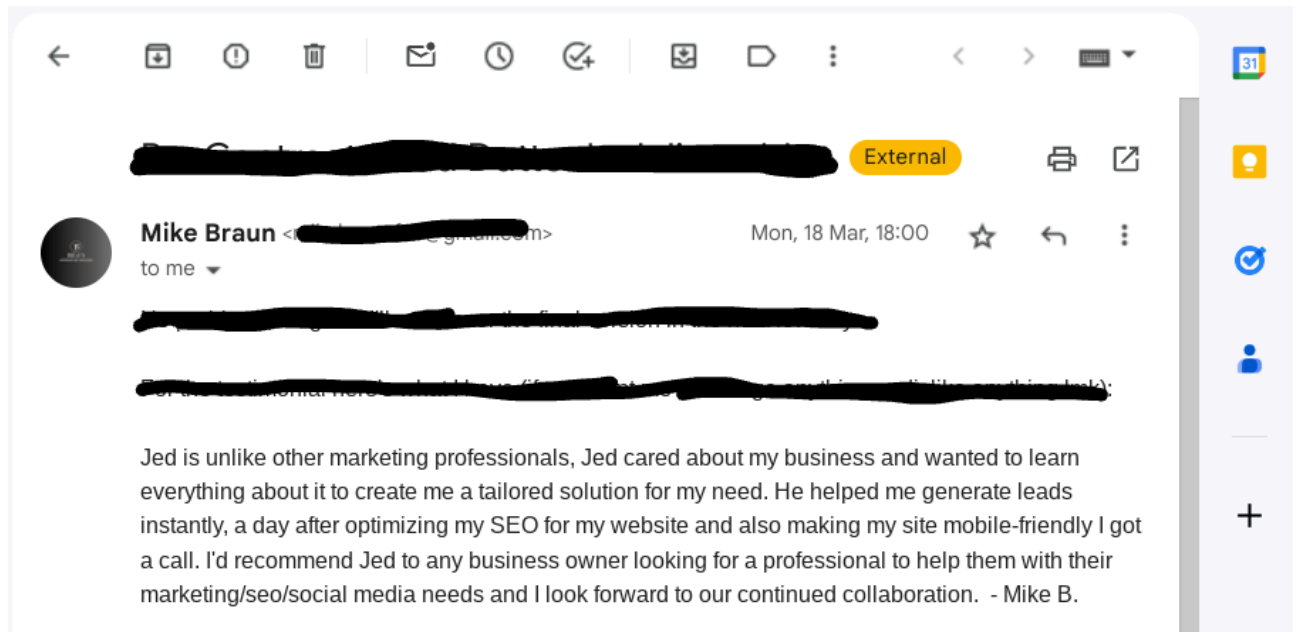
To get them interested in my service and get their word that they will book a call via my Calendly booking page

Key Selling Points:

The key benefit is getting more leads for their roofing service without having to pay for advertisements and I have proof that my method works (I've got a written and a video testimonial)

Past Success Example:

I increase an accountant's client base by 17% in 2 weeks, by upgrading their website design, website copy, SEO, and mobile experience on their website. I call this method the "WebFlow Formula". Here's the testimonial:



Script

ME: Hi, is this <Owner's name>, the owner of <Business name>?

THEM: Yes

ME: Perfect, well my name's Jed and I was just following up on an email I sent you the other day, did you get a chance to look at it?

THEM: Yes/No (*It doesn't matter*)

ME: No worries, just to give you a quick overview, it was about how I helped another local business increase the number of leads they are getting virtually instantly, without paying a single penny on ads. Is that something you'd be interested in?

THEM: Yes

ME: Great! What I usually do is set up a Zoom call where I get to know you are your business situation and vice versa, and then, I'll show you how you can implement the exact strategy I used to increase an accountant's client-base by 17%. Would it work for you if sent you over my calendar so you can book a call?