

AC owner call (Feedback)

Situation: Yo G's, I have a current client from warm outreach and I've decided since I'm not making a consistent income from this client, that I have time to add another client, but with income.

I've done a bit a research and came to the conclusion to help local business and I've stumbled upon AC/HVAC services (air conditioning contractors).

A lot of them in my area have websites especially the top players, who've developed an outstanding website which created great SEO results.

I've found a few of these businesses with no website, and it sparked my interest to create value for them through creating a website.

My most efficient way of contacting the owners would be to call, and I had my first call yesterday. I want to share with you my overall transcript of the call and gain insight on what I could adjust about my approach. Also I've analyze the potential red flags so far.

Here's the transcript

Me-"Hello, is this the owner of CAL best?"

Owner- "yes, this is the owner"

Me-"I want to make this quick and not hold you too long. I'm a digital marketer, and I've been searching through the AC and HVAC industry to understand how..."

Owner-"MOTHERFUCKERS, STOP SPAMMING ME" then he hangs up.

Now I've analyzed that "digital marketer" definitely gave him a red flag. I ask what would be the best approach to cold calls, especially in my local area? I definitely understand this will be a learning process, and I'll learn the correct approach and pitch.