

## Cold Calling Blitz Sales Challenge Script

### 1. No-Brainer Offer (Website)

- Hi, my name is Varrick, I specialize in helping businesses like yours build a digital presence that attracts local families while saving time in lead generation. Is that something you'd be open to discussing?

### 2. No-Brainer Offer (Copywriting/Marketing)

- Hi, my name is Varrick, and I help funeral homes and crematoriums generate more pre-planning sales and increase leads without adding to their workloads. I handle everything from writing compelling ad copy to building targeted campaigns that resonate with local families. Is that something you're open to talking about?

### 3. Scripted Conversation

- a. (Build trust by talking about your case study) I currently work with multiple businesses across different niches, helping them generate more leads through strategic ad campaigns and content marketing. I've managed the ad creation process for several clients, delivering strong results across various industries. Now, I'm expanding into the final services niche and applying my proven strategies to help businesses like yours attract local families and grow revenue.
- b. Let him answer
- c. Pitch him to the discovery call with value offer "Why don't we set aside 30 minutes at the end of the week to chat? I'd love to walk you through some proven strategies I've developed that have been highly effective across different projects. I'm confident you'll find some valuable insights that could benefit your business. Does Friday work for you? I have an open slot then.
- d. If he disagrees you have to loop
- e. "I understand why you don't want to talk. Just so you know, I've spent a lot of time working in the final services niche, and I've really come to understand what families are looking for in this space. That experience has helped me create strategies that truly resonate and connect with local families."
- f. Let him reply
- g. Pitch the discovery call with a value offer "Yeah it works very well if you want I can present it to you at the end of the week are you free?"
- h. Loop one last time if he disagrees
- i. "Yeah if you have no time, that's understandable. I was assuming my services would be a good match since you're in the final services niche. My experience in this space has really helped me understand the importance of a respectful and thoughtful approach when creating marketing strategies. It's not just about driving engagement but about connecting with local families in a meaningful and sensitive way."
- j. Let him speak.
- k. Agree with him, ask for a follow up, build some friendship and leave.
- l. Never burn bridges

### 4. List of 5 Reasons To Work With Me

### 1. Direct Industry Experience:

- I've worked inside the industry for over two years, giving me a firsthand understanding of the operations, client needs, and the emotional challenges that families face when making funeral and cremation arrangements. This background allows me to create marketing strategies that are deeply aligned with the realities of the business.

### 2. Niche Expertise in Web Design and Digital Marketing:

- My work rebuilding the Blyfield Memory Gardens website demonstrates not only my digital skills but also my ability to apply those skills specifically to the memorial and final services industry. I understand how to structure a website and marketing materials to connect with families in a sensitive, professional, and effective way.

### 3. Empathy-Driven Approach:

- Having spent years in the industry, I've seen firsthand how important compassion and trust are in this line of work. I bring a personal touch to your copywriting, website design, and marketing strategies, ensuring that families feel supported and confident in their choice of cremation or funeral services.

### 4. Time-Saving and Turnkey Solutions:

- With my combined background in the industry and digital marketing, I know how to streamline the entire process for your clients. Whether it's building a website or running a lead generation campaign, I offer hands-off, time-saving solutions so you can focus on your core operations while I handle the digital side.

### 5. Local and Digital Marketing Focus:

- Understanding how local businesses operate in the final services niche, I'm equipped to help clients improve their local visibility through SEO, Google My Business optimization, and community engagement strategies. My marketing approach ensures that crematoriums, funeral homes, and cemeteries reach families when they're most in need of their services.

## Potential Objections (Website)

### 1. "I don't think we need a website."

- Response: "I understand, and many businesses in this industry feel the same initially. However, having a simple website gives families an easy way to find you and learn about your services. It can act as a 24/7 information hub, even if you don't interact with it much. Often, families want to research options online before making a decision, and a website helps them choose you."

### 2. "We've been fine without one for years."

- Response: "That makes sense—if it's worked so far, that's great. The digital landscape has changed, though. Many families now look for funeral and cremation services online. Without a website, you might be missing out on opportunities to connect with those families who are searching for services in your area. A website doesn't have to change your daily routine but can add a layer of reach that may bring in new clients."

### 3. "We don't have the budget for that right now."

- Response: "I totally get that budget is a concern for most businesses. The good news is, setting up a basic, professional website doesn't have to break the bank. I can work with you to

create something that fits your budget, and you'll start to see a return as more people find you online. Plus, I offer flexible pricing options that allow you to pay once the website starts driving results."

4. "I'm not very tech-savvy."

- Response: "That's completely okay! The websites I create are very user-friendly and require little to no maintenance on your part. I handle all the technical aspects for you. Once it's set up, you'll be able to focus on your business while I ensure everything runs smoothly."

5. "We rely on word-of-mouth and referrals."

- Response: "Word-of-mouth is incredibly valuable, and a website can actually enhance that. People often look online to verify businesses recommended to them. Having a professional website ensures they find you when they search for your name, and it can reinforce the great reputation you've built through referrals."

6. "We don't have the time to manage a website."

- Response: "I completely understand. Managing a website can seem like a time-consuming task, but once it's up and running, I handle all the ongoing maintenance and updates for you. It's designed to be hands-off for you, so you can continue focusing on the day-to-day operations while still benefiting from an online presence."

#### Potential Objections (Copywriting and Marketing)

1. "We don't have the budget for ads right now."

Response: I completely understand. One of the great things about digital ads is that you can start small and scale up once you see results. We can work with a modest budget and track every dollar spent to ensure its driving leads. That way, you can feel confident about getting a return on your investment before increasing your spend.

2. "We've been doing fine without ads so far."

Response: That's great to hear! But as more families turn to online searches for pre-planning and cremation services, running ads ensures you're reaching those who might not have heard of you yet. Ads are a great way to stay competitive and expand your reach beyond just word-of-mouth or walk-ins.

3. "We don't have time to deal with ads or campaigns."

Response: That's exactly why I handle everything for you—from writing the ad copy to setting up and managing the campaign. It's designed to be hands-off for you, so you can focus on your business while I work on bringing in more leads and inquiries.

4. "We already have a marketing person/agency."

Response: That's great! I'm not here to replace anyone but to support your current efforts. I can help by specifically focusing on ad copywriting and campaign optimization, areas where my expertise in this niche can complement your existing strategy. Sometimes a fresh approach can really boost results.

5. "How will we know if the ads are working?"

Response: That's a great question. We'll set up clear tracking methods through tools like Google Analytics and Facebook Insights, so you can see exactly how many inquiries are coming from our ads. Plus, I'll provide you with regular reports to show the performance and suggest improvements where needed.