

Cold Calling Script: Carpenters

Introduction:

Hey, am I getting through to the owner of [business name]?

if gatekeeper asks -"I just want to speak about some business"

Purpose of Call:

My name's George, I'm currently calling Carpenters in the area to help get them more clients. Is now a good time for me to tell you more?

Value Proposition:

Well, the way we help Carpenters get more clients is by creating and running Facebook and Instagram ads. Now, our business is built around results, so if our ads don't perform better than your current ones Or if you're simply not happy with the service, you don't have to pay. We only win if you win.

Qualifying Question:

Does that sound interesting?

Detailing the Services:

EXTRA INFO INCASE NEEDED DURING CALL

What exactly do we do/how it works? Good question, let me give a bit more explanation. What I would do is create an advertisement for your business and put it on [advertising platforms, e.g., Facebook & Instagram]. Then, the viewer would either go to your website and be converted from there, or they would call you directly and you'd schedule them.

- **Ad and Funnel Optimization:** We launch the campaign to start collecting data and begin optimization. We'll be testing things such as:
 - **Offer / CTA:** Which offer do the customers we want to attract respond to? How do we get the right leads?
 - **Target Audience Selection:** Age, location, interests, etc.
 - **Ad Copy:** We test different ad texts to find out which one works best.
 - **Creatives:** We test different versions of the creative (video, photo, photo carousel) against each other to see which one performs best.

- **Response Mechanism:** We test different response mechanisms to find out if customers prefer calling, messaging, filling out a form, etc.
 - **Retargeting:** With the Facebook ad pixel, we ensure that people who view our ads see more of our information and materials.
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Scheduling a Follow-Up:

Listen, why don't we talk about this in a bit more detail? I'll ask a few questions about the business and see if we're a good fit. Are you available today or does (applicable day of week) work best?

- Day of week + time between 430pm & 630pm

IF NOT INTERESTED:

That's quite alright, well before I go,

Do you know anybody who would benefit from getting more clients?

I'd be happy to give them a call.

Cold Call tracker

Total attempts: 78

Total pick-ups: 24

Key statistics

Initial rejection: 23

Pitch opportunities: 4

Pitch rejection: 3

Referrals: 1

Appointments set: 0