

Cold Calling Script Templates

Template #1

Hi, {{Prospect_Name}}, this is {{your_name}} from {{company}}. How is your {{day}} so far?

I know that you get many calls every day so I won't take much of your time.

Our company helps businesses to {{mention what you can help them achieve eg: save time}}. This is possible by {{solution}} so that it {{benefits}}

{{Name_prospect}}, do you want to see how it works?

[After the prospect says yes]

Great! {{Name_prospect}}, Can I please know who else is a part of the decision-making process for a product like ours? And how do you go about it when there is a purchase discussion? Can I see them too?

How will you make the decision when you find our product or service to be suitable?

[After their answer]

Great, {{Name_prospect}}. It sounds good. Is it possible to have a video call on {{day}} and {{time}}?

Template #2

((Name_prospect}}, is this a good time to speak to you?

[After they say yes]

Great, thanks. I only want two minutes of your time to tell you the purpose of my call. If you have any questions after that I would be glad to answer them. If not, I won't waste your time. Okay?

[After they say yes]

Ok great! I called you because I went through your website and came to know that you are recruiting developers for your company. It can be a tough task to find them and have them on board. We have software that helps in performing the preliminary screening and have a success rate of 90%. That helps in helping you hire people who will be assets to the company.

Are you using any system to hire employees your company needs?

[After they answer – Yes, we do.]

That's great! We can help you by doing the job much better than your existing system.

OR

[After they answer – No, we don't.]

That is something we get to hear quite often and I guess we have to talk about it in detail. Does a call for next week work well for you?

[If they say – Yes]

Great, what would be a good time to connect?

Template #3:

This is {{your_name}} from {{name_company}}

Congrats on your promotion. How do you find the new role?

[Wait for the prospect to reply]

That's great!

I work with CEOs in {{industry name}} and they are usually looking for {{goals}}. Do you too want to achieve the same?

[Wait for the prospect to reply]

Can you tell me more about it?

[Listen to the pain points of the prospect and proceed]

Template #4:

Hi {{Name_prospect}}, this is {{your_name}} from {{name_company}}. Though I didn't get the opportunity to meet you, {{mutual_connection}} eg: front office staff Hillary, suggested I contact you. She said that you are the right person to get in touch with for technology decisions.

Is this a good time to speak to you?

I will speak to the point. Most of our existing customers are quite similar to your company and they are able to scale up with the help of the tools of our software company. We {{name_company}} specialize in developing tools that help small to medium size businesses earn more profit.

It would be great if we can have a 15 minutes call next week to discuss more on this. We can learn more about your organization's work process and understand how our software can help you save money and earn more profit.

Does next Tuesday work for you?

Template #5:

Hi {{name_prospect}}.

I am {{your_name}} with {{name_company}}.

I will take just a few minutes of your time.

While scrolling through your website, I got to know that you are hiring sales reps. Most of your competitors are using {{name_solution}} to get help in reaching out to qualified prospects and get more meetings booked.

Our tool has been able to cut the time taken in onboarding new sales reps in half.

I felt it would be great to start with a call to understand your concerns.

Do you want to get connected on Wednesday or Thursday at 3 pm for a demo?