

Cold Call Script

Hello, is this (Name)?

This is Khaled from Mongy Marketing.

I am calling because of a message I sent you regarding getting you more clients for your (BUSINESS).

#1 Did you get a chance to look at it?

Perfect. The message was basically saying that I help (businesses) get more clients with marketing.

Is this a good time to see how we could help you get more clients?

Perfect.

OR

#3 Would you be open to talking about it some time to see if we could help?

Yes? No? → Perfect

Yes → So, I looked at your... *(Move to the sales question)*

Sales Call Script:

So, NAME, **I looked at your** (website, Facebook page, Google etc.) and wanted to see how we could help.

So, we can go through 2 or 3 questions quickly, get an idea about the situation of the (business), and from there I can suggest the best thing to do. Alright?

Could you tell me...

- ☐ How do most people find your (business)? (Word of mouth? Ads? Google search?)
- ☐ What kind of marketing have you tried before? What are you doing right now?
 - ☐ Did it have a return on your spend like you've imagined?
 - ☐ How much on average have you spent on it?
- ☐ How much does the client spend on your service on average? How much did you get back?
- ☐ What services do you like doing the most for customers? Okay so is that what you wanted to advertise or were you thinking something else?
- ☐ What is the most common kind of client that comes to you? Is that what you want?
- ☐ How many clients can you currently take on? Is there more space for more clients?
- ☐ What are times where you are less busy?
- ☐ How many clients are currently coming in on a good day and a bad day?

- ☐ If this problem was never solved, how many potential clients would you lose? How much would that cost you?
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Objection Handling

It costs too much:

"I understand where this is coming from, a lot of [their niche business owners] usually say the same. Why do you think it's expensive?"

"Yes, I get it, NAME. You (what they just said) and I completely agree.

It sounds like a lot of money upfront.

The whole idea of marketing is getting multiples of what you spend back. Marketing done right is always an investment to your business to improve..."

QUICK CLOSE

Based on what you have told me about your situation, I would simply get back to you in 24 hours with a proposal of the most suitable thing for you to get you more clients.

Of course, feel free to message me and let me know if you have any questions regarding the proposal or want to know any information, the next call.

GO OVER THE COSTS, PAYMENT METHOD AND GUARANTEE.
SET A DATE FOR THE NEXT CALL IN THE NEXT 24 HOURS.

GMB CLOSE

Based on what you have told me, I will suggest the thing that most (Salons) overlook.

It's the secret that big brands like (Kriss) and (Curly Studio) use to get clients with the least amount of effort and almost no budget.

Improving your Google Business profile will allow you to catch any client looking for a (Beauty salon) in (Agouza).

Meta Ads CLOSE

Based on what you have told me, I will suggest the thing that most (Salons) misuse.

People often try to throw money at lots of marketing methods in hopes of seeing results and seeing no return.

What we'll do is run Meta ads in a proper, measured way where we keep testing and improving on a small scale along the way till we create the ad that gets the most amount of clients with the least amounts of expenses.

Our goal is to get you an overflow of clients and that's what Meta ads will allow us to do.

EGP 15k for a full package of improving GMB for the first month and running/testing Meta ads - (EGP 5k up front and the rest after it's done)

Need access to GMB and Facebook as a manager then ask for photos and reviews

No → We can talk, if you'd like Tomorrow between 2 and 4 PM or Friday after prayer

Great. See you at DAY at TIME, NAME

Thank you. Bye.

ازيك يا فتحي،

أنا فاهم إنك عاوز تتأكد ان أي استثمار بتعمله في التسويق يجيب نتيجة. عشان كده احنا بنركز على نتائج حقيقية ممكن نقيسها.

نتائج واضحة بأه أو لا.

هتقدر تعرف بالضبط فلوسك بتروح فين وتشوف نتائج واضحة لما نبدأ مع بعض. غير أننا بنديلك تجربة مجانية لمدة 30 يوم عشان نضمن لك النتائج وتشوف الفرق بنفسك.

مش هتلاقي المستوى ده من الاهتمام أو الضمان مع الشركات الكبيرة اللي ممكن تدي صفحتك لمتدرب عندهم وتدفعك غرامات لو حبيت تنتهي التعاقد معاهم.

بالرغم من إنني مش هقدر أقدم دليل على الشغل حالياً لأنني لسه في فترة الضمان مع عملائي، إلا إنني واثق في شغلي ومستعد أوريك ان ده أحسن استثمار ممكن تعمله في التسويق لصالونك.

بلغني لو حابب تجرب و لو في أي أسئلة.