

Main

Personal Cold Calls Script (Mechanics)

1/ Context:

- **Cold Call Script:**

- Phase 1 (Don't know who you're talking to ==> First time calling)
 - If the decision maker responded
 - If the gatekeeper responded
 - If the gatekeeper said to call back in a few months (A long time)
- Phase 2 (Got connected / Called back for the decision-maker)
 - Greetings + Offer
 - I am not interested (Objection)
 - Case Study
 - Pitch discovery call
 - I am not interested (Objection)
 - Pitch discovery call / Confirm schedule
 - Loop one last time if he's STILL not interested

- **Objections:**

- We're too busy as is / We can't handle any more work
- It's too expensive

- [What do you do / Sorry, who is this? / What's this all about](#)
- [You're selling me something!?](#)
- [What is your cost/price?](#)
- [I need time to think about it](#)
- [I am busy / Can you call me back?](#)

■ **This is when it comes to talking to/calling us**

- [I already have a marketer](#)
- [Word of mouth is enough](#)
- [Why should we go with you?](#)
- [We're looking at other companies](#)
- [I am not interested in attracting new and better clients / I already have a steady stream of daily calls](#)
- [I do all the marketing myself! So I don't need you](#)
- [I don't have time to spare](#)

■ **This is when it comes to the service**

● **Prospect Questions:**

- [Q1\) How much experience do you have?](#)
- [Q2\) How did you learn marketing?](#)

2/ Preparation:

- Take 1-2gws to find leads that would benefit from your offer
- Create at least 65 leads for the next day
 - Add:
 - Name of company
 - Name of the decision maker
 - Phone number
 - General notes to their service
- Use people you already messaged
- Have your offer **dialed in** practice it before you start

- Have 5 reasons why its great working with you about your service (not you)

3/ The 3-5 Reasons:

1. A steady stream of leads: Just like with our past client, we'll help you get a steady stream of at least 1-5 daily calls from interested customers. And with your location advantage, it could be even more
2. Tailored solutions: We always provide the exact solution you need to help you grow the fastest, based on your position, market, and unique situation—unlike other agencies that offer one-size-fits-all packages
3. Get your money-back guarantee: We take all the risk off your shoulders by guaranteeing that if, for any reason, we're unable to deliver the promised results, you'll get a full refund

4/ Cold Call Script:

Give 2 openers for

1. Already messaged
2. New calls

(Bonus: If you call someone you messaged already you can use that as an opener

“I am calling you back on the matter we discussed on linkedin about your website copy”)

Phase 1 Gatekeeper

- **Ask for the decision maker in a polite and nice way**

Hey, this is Ayden, I called you today because our agency helps mechanics like you increase their revenue by ensuring them a steady stream of calls and more booked appointments. Are you open to discussing this further?

- **Handle any objections if he has**
- **After this, the next step is as mentioned below**

- **If the decision-maker responded**

Then would it be unreasonable to discuss this further? It won't even take 5 minutes

- **If he sounds SUPER interested and tells you that he's looking for it, directly pitch the discovery call**
- **If he's a LITTLE interested and wants to listen, move to the case study**
- **If he has an objection, handle it**
- **FOCUS ON HIS TONE (Look into Najam's lesson)**

- **If the gatekeeper says the decision-maker is busy**

Ohh... I see! Would it be possible to connect me with him?

[Response] ⇒ **If he/she can't, ask when's the best time to call back** ⇒ **Ask for the decision maker's name**

Thanks, I appreciate the help. By the way, what was your name?

- **Do not waste your time by not calling back!**

- **If you don't come through just keep moving to the next you will get better and better**
- **If the gatekeeper said to call back in a few months (A long time)**

Oh I totally get that. Before I go... Would it cause any issue if I briefly connect with the person who is responsible because...well...maybe you don't need us Or god forbid, you actually did need us sooner and I wasn't...put through today...

 - **Then go back to the standard opener once the decision-maker is on the phone**

Phase 2-4 Greetings until discovery call

- **Greetings + The Offer (If it's the first time you're calling him):**

Hey, am I talking to [Decision Maker's name]

[Response]

Awesome! This is just [your name], [when I called last time], [gatekeeper name] mentioned that you might be the person to talk to about increasing your revenue by ensuring you a steady stream of daily calls and more booked appointments... Are you the person I should be talking to about those possible opportunities?

[Response]

Then would it be unreasonable to discuss this further? It won't even take 5 minutes

- **No matter what the FIRST objection, say this:**

Oh, okay. I see where you're coming from. So, do you not want to get more calls from interested customers because... you're already booking more appointments than you can handle, or is there another reason?

- **This way, you'll have the real objection**
- **The underlined reason may change based on the objection**
- **After this, you'll handle the objection he gives you**

- **Objection (No, I am just not interested!):**

Yeah... I figured you weren't interested before I called you today, but I do know that you are interested in attracting new and better clients... What are you currently doing to achieve that? Are you... depending on word of mouth like most of your competitors?

- **If he says that he is only using word of mouth, handle its objection**
 - **You'll have to be creative with the segue so that it flows with the convo**
 - **You'll also make some tweaks based on where you are on the convo**
- **If he doesn't depend on word of mouth and he uses others methods, you'll have to find a way to link it to ours and logically tell him about it (Either boosting it, creating it, adding it, etc...)**
- **After, linking our service and hearing his response about it move on to the case study**

Hey it looks like this isn't a priority for you now, that's okay, if that changes let me know

- **This is if he's still saying that he's not interested**

- **Build trust by talking about your case study:**

Before I say anything, let me tell you about a case study we did...

We recently worked with another mechanic in Essex who solely relied on word-of-mouth and was barely getting by.

We stepped in, built him a website, and ran targeted Google Ads. Within days, he was booking services that added £2,500 to his weekly revenue.

Now, he's booked solid and can't even fit his new clients into his schedule

And given your location advantage compared to him, we're confident this strategy could work even better for your business.

[Response]

- **Pitch him to the discovery call with a value offer:**

How about we both take 1hr out of our time to meet at the end of the week? That way, I can ask some questions to better understand your business and provide the right solution. Does [Free day] work for you? I just opened up a slot then

- **If you do schedule the call, ask where he wants to do the meeting and/or get his contact info**

- **If he **DISAGREES**:**

I understand. But, before I go, Is there a particular reason you've lost interest? Are there any questions, or doubts I haven't

addressed?

[Response] ⇒ **Handle objection**

- **Pitch the discovery call with value offer if he **AGREES**:**

I am happy to hear that! [Ask to schedule the meeting] / [Confirm schedule of the meeting]

- **If you do schedule the call with him, ask where he wants to do the meeting and/or get his contact info**

- **Loop one last time if he **DISAGREES**:**

If you don't have the time, I completely understand. I just thought our services would be a great fit for your business, especially since you're in such a prime, active location and our strategy is designed to bring in everyone searching for a mechanic online

[Response]

- **Agree with him, ask for a follow-up to build some friendship, and leave. Never burn bridges**

5/ Objections:

- **We're too busy as is / We can't handle any more work**

Awesome! From what I'm hearing, things seem to be going really well for you right now....

Just out of curiosity, though, do you have a plan to keep a steady flow of new clients coming in once you finish with your current ones?

I know word of mouth works, but it doesn't always guarantee the same surge, and it could take a few months for things to pick up again

- **If he has a plan, find a way to link our service to boost it or ask follow-up questions and understand his plan to find a gap we can fill (If he's in a bad mood and annoyed, politely end the call)**
 - **If he doesn't have a plan, basically tell him how we can help him do that with online marketing, and you'll have to convince him that by using your marketing genius**
- **It's too expensive**
I totally understand, but which is more expensive? Is it more expensive to get a steady stream of daily calls and more booked appointments that will help you pay back this money?

OR is it more expensive to ignore this opportunity and let your competitors who are starting to use these strategies take your clients from you?

Either way, we're so confident in our ability to help you grow that if we don't, you'll get your money back. So, the investment is risk-free on your end

- **If he agrees, move on where to the next step of the cold call**

[Response] ⇒ **If they really can't afford it (Focus on their tone and language to determine that)**

Well, if that's the case, we can definitely start with a smaller, more affordable service designed to help you see quick wins and generate the revenue needed to reinvest into scaling up.

But before I recommend anything specific, I'd need to get a better understanding of your current situation. So, how about [\[Pitch Discovery Call\]](#)?

- **What do you do? / Sorry who is this? / What's this all about**

Well, you know how a lot of mechanics get frustrated with the low number of clients they get and... how they aren't easily found online?

What we do is help businesses like that by building their online presence, advertising them, and implementing solutions to help them get more calls from people actively searching for a mechanic

Is that something you're planning to implement in your business?

And... would it be unreasonable to have a quick chat to see if this is something you might want to explore further?

[Response]

- **If there is another [objection](#), handle it**
- **If he wants to continue the conversation, move on to the [case study](#) or wherever he cut you off**

- **You're selling me something!?**

Oh right, ya I get that a lot and It might feel that way, but honestly, I'm not sure if I can even help you yet because I still don't know your situation. Would it cause any issue if we had a brief conversation to see if it's even worth continuing?

- **If he agrees, just continue where he cut you off**
- **If he cuts you off after the case study with this objection, pitch him the [discovery call](#)**

- **What is your cost?**

Ya that's not a problem we'll definitely go over those things and just so you're aware, I'm not quite sure we can even help you yet. (pause) I'd have to know more about what you already have in place and the results you're getting from that compared to you know... maybe where you want to be, just to see if we can even do anything for you because maybe..you don't even need us!

Are you opposed to having a brief conversation around that?

- **Continue where he cut you off**
- **If he asks for a range, give him our minimum for most services is £1K**

- **I need time to think about it**

Yea that's not a problem, what's your time frame for getting back to me in the next day or so just to see if I'll be available?

[Response] ⇒ **If he says, sometime next week (AKA never)**

Well, I'm not sure if I'd be randomly available like that with my schedule...what I can do if it helps is, if you have your calendar

handy I can pull up mine and have you book a specific time with me so you don't have to chase me down and vice versa, would you be opposed to that?

[Response]

Before I go, what were you wanting to go over in your mind just so I know what questions you'll have when we talk on [Schedule]?

- **After this, he'll tell you the real objection that you'll handle in that same call**
- **When scheduling the call, don't forget to tell him how long it will take because that's the discovery call (That's if you haven't already done so)**
- **I am busy / Can you call me back?**
 - **This is only if he tells you that anywhere after saying yes to discussing this further**
 - **If he told you "I am busy" at the very start of the call, validate his position, and ask him when you can call him back (If he doesn't tell you, you'll have to guess)**
 - **When calling him back, remind him of you, ask him if he's busy now, and start the convo from the offer**
 - **If the gatekeeper was the one who responded the second time, tell him why you're calling and that you agreed with the decision-maker to call him back when he's not busy and then ask to be connected with him**

Ya, not a problem, what I can do because my schedule gets pretty busy, is give you my number and you'll have to call me back later today to see if I'll be available for you. Would that help?

My number is _____ so, what's your timeframe for getting back to me later today, just to see if I would be available for you?

[Response]

I should be available, but if I don't answer, I'm probably with another client. Just text me and I'll call you back

- **That's if they actually give you the time**

Well, possibly, it might be harder to get randomly ahold of me like that with my schedule... What I can do if it helps is, if you have your calendar handy I can pull up mine and have you book a specific time with me, that way you don't have to chase me down and vice versa, would that help?

- **That's if they say "Some time next week" (Aka never)"**

[Response]

HMMMM...I'll have to shuffle some things around but I can make that work for you

- **Even if the time works for you, say this to amplify perceived status and credibility**

- **I already have a marketer**

Ya, that's not a problem, just curious, what do you like about them?

[Response]

Awesome! I mean, to me, it sounds like things are going fairly well with who you're already using now... But are there... any areas your marketer hasn't been able to improve yet that you would like to enhance now if you... if you could?

- **If not and they want to stay with the other guy, politely end the conversation**

[Response]

I see, so...do you see how that can be important to you...today?

- **Tell them that we can do that for them and show them why with proof, if possible**
 - **If they still say that they don't want it now, ask why (Handle the [objection](#), if possible), and tell them why we can do that for them (Use proof, if possible). If even after that, they say not now, politely end the conversation, and tell them to contact you if they need the service**
- **Word of mouth is enough**

I completely understand—your business has thrived through word of mouth for years, after all.

But the issue isn't whether word of mouth is enough, it's that you don't believe other methods could deliver results as good, or even better.

One of our past clients, for example, was in the same situation, relying solely on word of mouth until we helped him build an online presence since that's what he needed. Now, he's struggling to fit all his new clients into his schedule.

So why stop with just word of mouth when you could significantly grow your business and boost your revenue like your competitors?

- **Just to be safe, create a list of the best 3 competitors who do online marketing (That depends on the location you're targeting) ⇒ Doesn't take 15 mins**
 - **Google the service in the location**
 - **Add anyone who uses Google ads (THE BEST ONES)**
 - **Look into Google Maps and add anyone with a website (The biggest ones ⇒ Most reviews and stars)**
- **If he's stubborn, politely end the conversation and move on, we don't need boomers who think word of mouth is enough in 2024**
- **If he showed interest in what we did for Disios, just tell him while using the outline (Where he was, what we did for him, the specific results, and the prospect's advantage)**
- **Why should we go with you?**

Maybe you shouldn't, I guess I'd just need to get some information to see if I could potentially even help you. Would it be unreasonable to have a brief discussion about that in another call where I can ask a few questions to understand your situation?

- **The question depends on where you are in the call. But if it's after telling him about the case study, that's the question you need to ask**
- **We're looking at other companies**

Let's say you meet with these other companies, and they all promise more calls and a stronger digital presence, with pricing that's pretty similar. how would you then decide who to go with?

 - **Based on the answer, you'll have to validate the variable they're looking for and agree with its importance, link that to us, and then show them or tell them the proof (Basically handle the objection)**
- **I am not interested in attracting new and better clients / I already have a steady stream of daily calls**

I see! So should I assume that you're satisfied with your current results?

 - **IF HE ALREADY SAID THAT HE'S SATISFIED, DON'T ASK THIS QUESTION**

[Response]

I am glad to hear that! But just out of curiosity, do you already have a strong online presence, or is word of mouth bringing you the best results?

- **If it's word of mouth, handle that objection, and use a tone of conclusion (You'll also have to tweak the answer for this objection as you go through it to fit the flow of the conversation)**

- **If you found a way to link it to our service, use that as the response instead of the following one (You're going to have to depend on your marketing genius)**
- **If there's another [objection](#), handle it**

[Response] ⇒ **If he still says that he's satisfied and doesn't want to add anything, loop one last time (If he's in a good mood)**

Awesome! I mean to me it sounds like things are going fairly well... But why stop there? I mean... you could be getting 5, if not dozens of calls every single day from... people looking to book an appointment

- **If it's an [objection](#), handle it**
- **If he wants to stop there, politely end the conversation**

- **I do all the marketing myself! So I don't need you**

I totally get it—you've built your business by doing everything yourself, which gives you full control. But the real challenge isn't whether you can handle marketing, it's trusting that someone else will deliver real results. Most marketers talk a big game and don't follow through. And that's why I'm reaching out. I've helped mechanics like you grow their business, and I see an opportunity to do the same for you. So, how about we take 10 minutes to chat, and see if it makes sense to explore further? No pressure—if it's not the right fit, no worries

- **I don't have time to spare**

Of course, you don't have time! Running a business and managing

personal commitments makes it nearly impossible to find extra hours. But that's exactly the point—if you don't have time to grow your business now, when will you? My goal is to save you time by handling and optimizing your marketing, so you can focus on what you do best. So, how about we take 10 minutes to chat, and see if it makes sense to explore further? No pressure—if it's not the right fit, no worries

6/ Prospect Questions:

- **Q1) How much experience do you have?**

We've been in the marketing space for nearly a year and have worked with clients across various industries, including education, automotive, and property. We've built websites, run Google and Meta ad campaigns, and provided SEO services tailored to each client's needs.

- **Q2) How did you learn marketing?**

We didn't take the traditional university route. Instead, we learned marketing directly from a multi-millionaire mentor who has built and scaled successful businesses. This hands-on, real-world training gave us insights into what truly works in the market. On top of that, we've gained valuable lessons from working with both past and current clients, which has deepened our expertise