

Cold Call Script

- A. Hey, this is (Your First Name) with Highway Man Signs, do you know who is in charge of buying signs or vehicle wraps for your company?

If you have to leave a message for the decision maker, skip to "Step C"

On the phone with the decision maker:

- B. Hey (Customer Name), this is (Your Name) over here with Highway Man Signs, I understand that you are in charge of buying signs and vehicle wraps for your company. Is that correct?
- C. We are the sign company of choice for many local companies and we would love to earn your business as well.
- D. May I email you some information regarding our business?
- E. While I have you, are there any projects that you are working on right now that you need a quote for?

If yes, and it requires a survey:

- F. I'm happy to have my specialist call you and discuss the details of your project. Would Monday between 9-12 work?

If yes, and it does not require a survey:

- G. I'm more than happy to discuss the details of the project with you. Please tell me more about it.