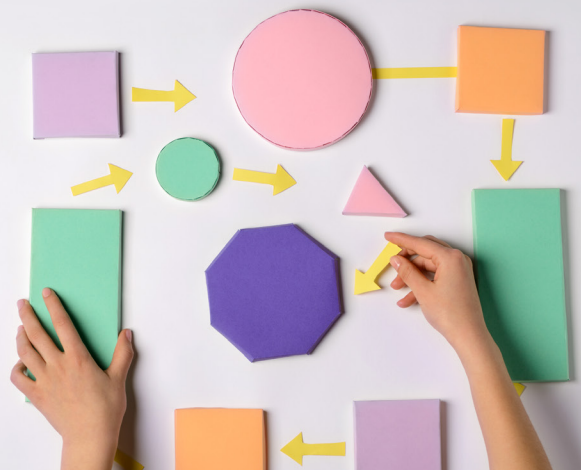


Cold Call Sales Script Template



The Phone Approach

Your first contact with the prospect or client is the beginning of the sales cycle. The purpose of the phone approach is to get the appointment, not to sell the product. Too much information on the front end will cause your prospect to feel they can make a decision without your full presentation. This is not what you want. Therefore, a planned approach will serve you better.

Initial phone approach to set an in-person meeting

"Hello, my name is _____ and I work with (COMPANY NAME). Are you familiar with us? We are _____.

The reason I'm calling is that I'll be attending a (EVENT, MEETING, ETC.) in your city/town and I wanted to stop by and introduce myself and my company. Would you have some time on (DATE) at (TIME) or (ALTERNATIVE TIME)?"

Initial phone approach to set a follow up phone call after the discovery/qualifying call

"The reason I am calling is that I will be in your area next _____ and I'd like to stop by and introduce myself and my company. Would you have some time on Tuesday, say 9 or 11?"



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Objections to the Appointment

Respond strategically to objections to maximize your chances of getting a follow up meeting/appointment scheduled or achieving a first-call-close deal.

Follow one of the scripts below.

Prospect: *"You need to see/talk to someone else."*

How to respond to an objection when trying set an **in-person meeting**

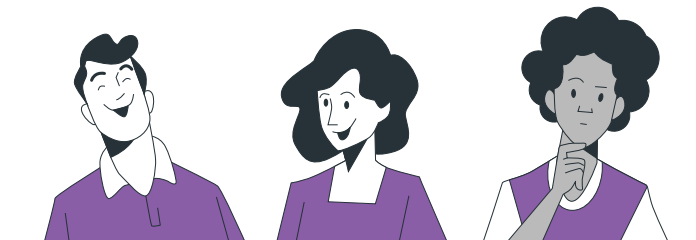
"Great! I'll be glad to meet with/talk to whomever you recommend, however, my experience suggests that I meet/talk with you for a few minutes. If you think my idea has any merit, I'm more than happy to meet up with you wherever you'd like (No Pause).

As I mentioned, I'll be in your area on _____ and I'd really like to stop by and introduce my company and myself, because I really believe you'll get value from it. Would you have some time on (DATE) at (TIME) or (ALTERNATIVE TIME) ?"

How to respond to an objection when trying set a **follow up call**

"Great! I'll be glad to speak with whomever you recommend to tell them more about what we do, however, I really think you'll see tremendous value in what we do. If you think my idea has any merit, I'm more than happy to set a follow up call to provide you with more detail (No Pause).

I'm willing to work around your schedule so we can get a call on the calendar.. I'd really like to introduce my team and company to you, because I really believe you'll get value from it. Would you have some time on (DATE) at (TIME) or (ALTERNATIVE TIME) ? If not, what day and time works best for you?"



Prospect: *"Tell me about it on the phone."*

How to respond to an objection when trying
set an **in-person meeting**

" (PROSPECT'S NAME) , sure I'd be glad to. (COMPANY NAME) is a (SERVICE/OFFERING TYPE) . We specialize in _____.

That being said, in order for you to gain maximum value and insight into how you'll truly benefit an in-person meeting will be the most effective method. As I mentioned, I'll be in your area on (DATE) would you have some time at (TIME) or (ALTERNATIVE TIME) ?"

How to respond to an objection when trying
set a **follow up call**

" (PROSPECT'S NAME) , sure I'd be glad to. (COMPANY NAME) is a (SERVICE/OFFERING TYPE) . We specialize in _____.

However, in order for you to gain maximum value and insight into how you'll truly benefit, I'll need to set a follow up call with you so we have more time to review material specific to your needs. Would (DATE) either at (TIME) or (ALTERNATIVE TIME) work for you? If not, what time and date works best?"

Prospect: *"Send me information."*

How to respond to an objection when trying
set an **in-person meeting**

" (PROSPECT'S NAME) , great, I'll be happy to do that, however, the material we have doesn't cover what I'd like to tell you in person. It will take about 15 minutes. *Note: Most businesses want to know what other businesses are doing to save money and improve their service.

As I mentioned, I'll be in your area on (DATE) would you have some time at (TIME) or (ALTERNATIVE TIME) ?"

How to respond to an objection when trying
set a **follow up call**

" (PROSPECT'S NAME) , great, I'll be happy to do that, however, I'd also like to provide you with material that's tailored to highlight areas specific to your needs that we can help solve. That being said, I'll need to set up a follow up call - the call will take about 15 minutes.

Are you available on (DATE) would you have some time at (TIME) or (ALTERNATIVE TIME) ?"

Prospect: "Too busy, vacations, etc."

How to respond to an objection when trying set an **in-person meeting**

"Ok. (PROSPECT'S NAME) , I can certainly understand that. I am back in your area on (DATE) . Could we go ahead and pencil something in for then?"

How to respond to an objection when trying set a **follow up call**

"Ok. (PROSPECT'S NAME) , I can certainly understand that. I would still love to provide you with more information about our services, as I truly believe you will gain/see tremendous value. May I call you back on (DATE) around (TIME) or (ALTERNATIVE TIME) ?

Prospect: "I am not interested."

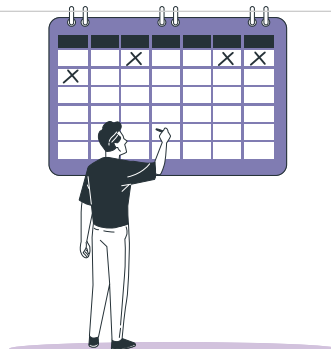
How to respond to an objection when trying set an **in-person meeting**

"(PROSPECT'S NAME) , I can certainly understand that. Most people don't have enough information when I call them to know whether they are interested or not. That's why I called.

As I mentioned, I'll be in your area on (DATE) and I'd like to stop and introduce myself and my company. Would you have some time around (TIME) or (ALTERNATIVE TIME) for a quick meet up?"

How to respond to an objection when trying set a **follow up call**

"(PROSPECT'S NAME) , I can certainly understand that. Most people don't have enough information when I call them to know whether they are interested or not. That's why I called. In order to give you insight that's of value to your company, I can put together some material tailored to areas specific to your needs that we can help solve. May I follow up to present that material to you on (DATE) around (TIME) or (ALTERNATIVE TIME) ?"





Gatekeepers

Salesperson: | *"Hello, may I speak with (PROSPECT'S NAME) ?"*

Gatekeeper: | *"May I tell him who is calling and what it's regarding?"*

Salesperson: | (Now, you give a planned response, well thought out beforehand.)

"It's (NAME) from (COMPANY NAME) , is he/she in?"

(Now, you're back in control because you're asking the question. A lot of gatekeepers will put you through. Most people say too much and talk themselves out of getting through. The less said the better.)

**So, you get a great
gatekeeper and
she/he answers:**

"He is in but what's it about?"

Salesperson: | *"(COMPANY NAME) is _____. We are a _____. May I speak to him/her?"*

(Again, it's brief, tells very little and puts me back in control.)

Now, she/he says:

"I'll see if he'll/she'll take your call" and she/he comes back on the phone and says *"He's/she's not interested."*

Salesperson: | *"Fine, thank you very much."*

(Then hang up and call someone else. No, you can't win everyone. But note that every "No" is a part of a "Yes", and the more no's you get, the more yeses you will also get.)

However, if the gatekeeper says:

" (PROSPECT'S NAME) isn't in or he's/she's in a meeting."

Salesperson:

(The gatekeeper becomes your ally.)

"When do you expect him/her back?"

Whatever the gatekeeper says, the next question is: *"Are you his/her assistant?"*

Gatekeeper:

"Yes."

Salesperson:

"What's your name?"

Gatekeeper:

"My name is (NAME OF ASSISTANT) ."

Salesperson:

(It's important that you make sure you write that down for the future!)

"Do you keep his calendar?"

Gatekeeper:

"No."

Salesperson:

"When should I call him/her back?"

Gatekeeper:

"I don't know, he/she comes and goes."

Salesperson:

"Does he/she come in early or stay late?" or "Does he/she go to lunch early or late?"

Gatekeeper:

"He's/she's here around (APPROXIMATE TIME OF DAY) every day."

Salesperson:

"Alright, thank you (NAME OF ASSISTANT) . I'll try back later."

(Now, you know when to call and his assistant's name. You have now moved closer to a yes.)



Voicemail

Leave a brief message the first time and don't ask them to call you back unless they know you or have requested information from your company. You shouldn't expect them to call you back. If they did, you'd probably be busy and just frustrate them.

After you've called a few more times over a week or so leave a second message. *"It's _____ still trying to catch you. I'll call back later."*

If you use an autodialer, a Smart Voicemail Drop tool allows you to create strategic automated voicemail cadences, customized to each drop, saving time and increasing callbacks.

Voicemail is just another obstacle and the best answer is persistence and determination.

After you get voicemail a few times, go through the main switch board, get a live person and ask if (prospect name) has an assistant. Then, say: *"Can you connect me to her/him?"*

(The point is now you've got a gatekeeper and you already know how to deal with them. Always ask for their direct line.)

There are no tricks and no easy way to get decision makers on the phone. However, know this – every salesperson faces the same obstacles. Also, there are two kinds of people, those who look for an excuse and those who find a way. (Then you will get another objection you can answer).



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