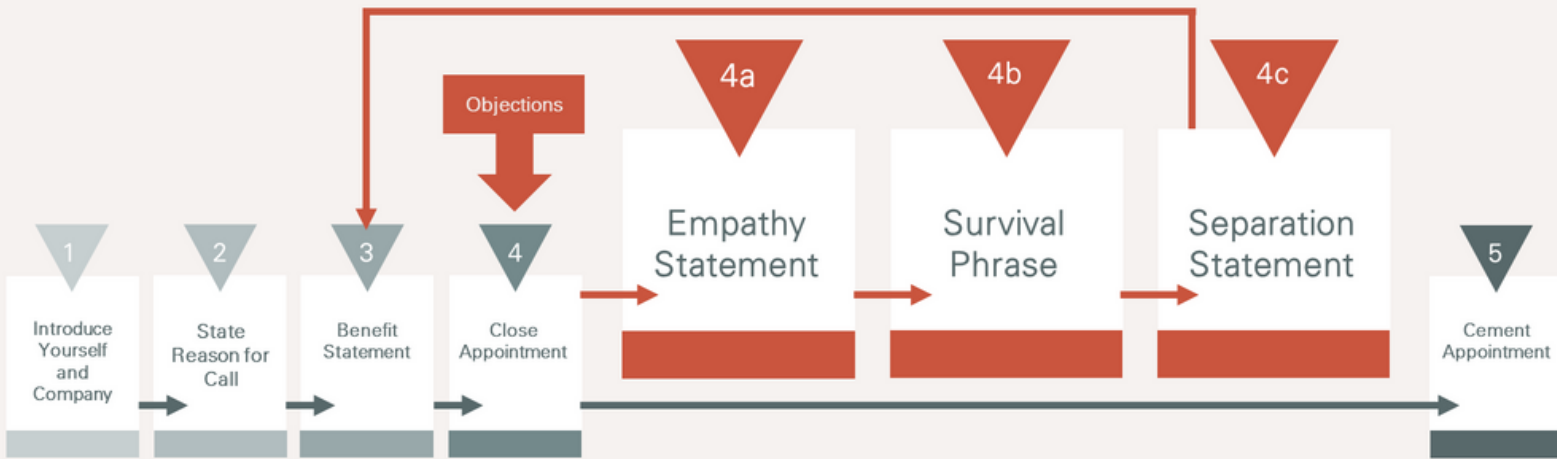


COLD CALL SCRIPT

Use this shell to develop your own tailored script.

Plan and practice ahead so that you sound natural and do not have to read from the script.
In time, you'll develop the skills necessary to adjust as needed with each call.



- 1 Introduce Yourself and Company**
Share within first few seconds to lower guard of prospect and buy time.
- 2 State Reason for Call**
State why calling and drop a name. Promotes from stranger to within circle.
- 3 Benefit Statement**
Your "elevator speech" that piques curiosity of prospect.
- 4 Close appointment**
Give alternate time choices to avoid yes or no questions.
- 5 Cement Appointment**
Always confirm twice at a minimum. Follow up via email or text after the call.

Objections

When objections occur, cycle through the below statements and bring back to the sales process.

- 4a Empathy Statement**
Always begins with "I understand..." Shows you appreciate their challenges.
- 4b Survival Phrase**
Framework is "But first... Let me ask..."
- 4c Separation Statement**
Use research to separate yourself from the competition.

GOAL = APPOINTMENT

Stay Positive!

When an appointment does not happen,
conversion from a cold to a warm prospect is a WIN!