

B2B Cold Calling Sales Script

Welcome to our B2B sales script!

Welcome to our **free B2B sales script** to help you **better qualify your prospects** and win more customers!

We have created a **B2B cold calling script example for prospecting** to help you create a good **sales pitch** and not forget any information.

You can follow our instructions and customize **your script to make successful cold calls**, according to your needs: edit the blocks already present, or delete and add other blocks using the menu on your right (drag and drop the elements your salespeople need).

Introduction to your call:

- Hello, my name is **(your name)** and I work as **(job title + company name)**.
- **"Elevator Pitch" (Company Name)** is a solution to/ We are specialized in... Keep the description of your company between one and two sentences maximum, indicating what it does and what problem it solves.
- Do you have a few minutes to discuss **(Company's identified NEED)**?
- **(If no)**: Okay, are you available on (date) so I can call you back?
- **(If yes)**: *Continue with the questions and elements of the script.*

 **Don't forget to smile: your prospect will hear it!**

Contact information

Position — What is your job title?

Location — Where are you located? (Country, Region, City)

Role in the organisation — What are you responsible for? Who is currently responsible for this type of service? Who else is involved in the decision making process?

Company information

Company activity — Tell me about your company / How many people work there?

Product / Services — What product or service do you sell?

Clients Typology / Buyer profile — What's the company's revenue? Where is it done? Who are your clients

♥ Motivation / Needs

Need description — Why are you looking for this type of service?

Pain points / challenges — What does not work now? What else do you need?

Solution in place — What solution are you using at the moment?

🕒 Timing / Budget

Priority — Is solving this problem a priority for the business? Why now?

Timing estimation — Planning / are you committed to put this in place ? What's your timeline for implementation?

Competitors — Do you work with competitors? Yes/ No - Who? Are you looking into other solutions? Yes/ No - Who?

Budget — What's your estimated budget?

Next steps — Define next steps