Cold call script example
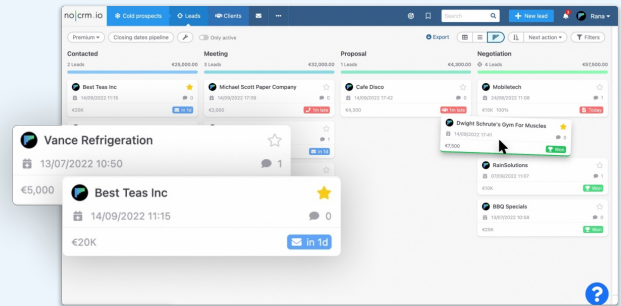
Try the #1 CRM for Cold Calling & Outbound Sales Teams

nocrm.io

- ✅ Easy-to-use CRM, 100% build for Salespeople.

- ✅ CRM optimized for Cold Calling & Outbound Sales

- ✅ Customize your sales script & use directly from noCRM

Start Free Trial   Learn more

You can fully customize this script to fit your unique needs for free.

Register for free to edit, delete or add new blocks to your script and remove the noCRM banner above.

Welcome to our cold call script example

Ensure consistent sales calls to optimize your prospecting with our **cold call script example**. You can also access this template in PDF format and share it with your team.

Personalize this **cold call script** to suit your needs, follow the guidelines to adapt them to your prospects, and experience an increase in booked meetings and successful sales.

Introduce yourself

Hello, my name is *(your name)*, and I am *(job title)* at *(company)*. We offer *(briefly describe your product/service and its main benefit)*.

- **E.g. for a lead management tool:** *We offer a lead management tool that allows companies to optimize their prospecting and sales processes with ease.*

Show interest in the contact's company

Data collected

Current process — Enter the information collected with the questions above.

[   ]

Tools used — Enter the information collected with the questions above.

[   ]

Other info — Enter the information collected with the questions above.

[   ]

Showcase your value

Our solution offers *(detail your product/service based on the contact's needs)*, potentially delivering *(emphasize 2 key benefits of your product/service)* to your company.

Do you have a few spare minutes to answer a few questions?

If yes: — Move on to the questions below.

[   ]

If not: — When can I call you back?

[   ]

Company info

Activity — What is the main activity of your company? What do you offer to your customers?

Number of employees — How many employees does your company have?

☐ 1-9 ☐ 10-49 ☐ 50-249 ☐ +250

Type of customers — Who are your clients?

Needs

Current challenges — What are your current challenges? What do you need?

Current solutions — What processes/tools are you currently using to address them?

Planning / 🗓 Budget

Priority — Is tackling these needs a priority?

Planning — Are you ready to implement an optimized process/tool? When?

Competitors — Have you already used other tools/services such as ours for this? Which?

Budget — What is your estimated budget?

Book a meeting

Would you be available on (date) so that we can further discuss the benefits we can provide to your business?

If not: — Do you have an email address where I can send you my calendar? That way, you can book a meeting if you change your mind later.

If yes: — Can I get your email address to send over the necessary information for our meeting?