

Cold call script example

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.

1 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.*

2 Show interest in the contact's company

Option 1:

Recently I saw that your company *(add some info that can then be related to what benefits your product/service can bring)*, could you tell me more about it?

- **E.g. for a recruitment management system:** *I saw recently that your company was looking to recruit new employees: could you tell me more about your recruitment process and the tools you use?*

Option 2:

After researching your company, I'm curious about *(mention a specific area of activity that could benefit from improvement)*. How are you currently managing this?

- **E.g. for an invoice management tool:** *After researching your company, I'm curious about how you are currently managing your invoicing process. How are you currently managing this and what are the tools you use?*

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.

3 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?

4 Collect detailed information about the company

The following questions are designed to obtain more information about the company, its needs, and its pain points. This way you can better prepare and highlight the benefits of your offer during the meeting that will follow the call.

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?



17 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?

5 Book a meeting



17 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?