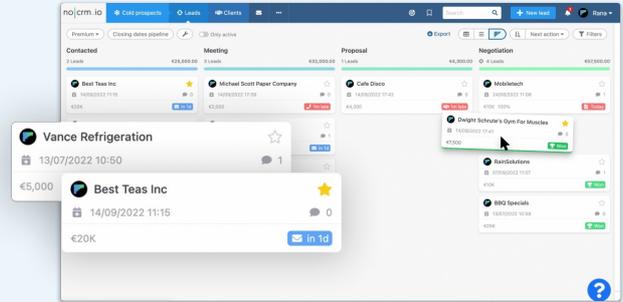


Digital Marketing Cold Call Script

no|crm.io

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

- ✓ 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 calling script for digital marketing agencies!

Welcome to our **free digital marketing cold call script** to help you **better qualify your prospects** and win more customers!

We have created **a cold calling scripts for marketing agencies**, 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 + agency name)**.
- **"Elevator Pitch": (Description of the agency)** We are specialized in (Type of activity, e.g. SEO/ SEA/ Growth/ Social, etc.) to enable you to (Results e.g. Generate X% growth/ Generate leads every month/ increase your traffic by, etc.)
- Do you have a few minutes to talk about your company, its current resources for **(solving the problem you want to address)**, and the results you want to achieve?
- **(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: Understand who you are talking to

Job title — What is your job title?

Role in the organisation — What are you responsible for? Who is currently responsible for generating leads in the organisation? Define if he/she is the decision maker. Who else is involved in the decision making process?

Company information: Understand what their business does:

Company activity — Tell me about your company

Company size — How many people work there?

1-9 10-49 50-249 +250

Product / Services — What product or service are you looking to promote?

Clients Typology/ Buyer profile — Who are your current customers? Who are the targets identified?

Sales process — What are the steps in your sales process? How long does it take to close a deal?

Advantages/ Key Messages — What are your key messages/proof points that you need to give to close a deal?

Marketing activities

Where do your leads come from?

How many leads per channel in the last 3-6 months?

How do you currently measure lead generation performance ?

What are the current and planned marketing activities?

What channels have you tested and what have the results been?

Do you do any lead nurturing activities? Lead scoring?

What are your KPIs? How do you track success? — Do you have key figures such as: CPL/ CPA/ Customer LifeTime/ Average deal size?

Motivation / Needs

Need description — Why are you planning to implement new campaigns? What are your goals?