



Exclusive Cold Calling Script Template

Brought to you by [CrazyCall](#) with help of expert [Amit Sharma](#).

Script Template

by [Amit Sharma](#)

1. INTRODUCTION + FVS

[Introduce yourself, your business and your role. It is the first moment when you can show the value that your solution can bring to your recipient.]

Hi, Is this John? Hi, John, I am Amit. I am a Sales Consultant. I work with corporates to identify Sales Team Productivity gaps and improve new business revenue.

2. QUALIFYING QUESTION

[Try to get to know whether your recipient needs what you are offering.]

Are you looking after Sales Team Performance and Training?

3. SECOND VALUE STATEMENT

[Show them the value by referring to businesses related to them. Also, try to refer to the companies in their niche.]

I understand you are into Software Development and Services. I have worked with company from your domain such as "X Company" to help them overcome the challenge of "Lead Generation", "Losing high potential deals to competition" and increase annual revenue by X to X million dollars.

4. QUALIFYING QUESTION

[Carry on what you've said before. Get to know whether they want to improve a certain issue that you can help them fix.]

Are you also facing any challenges related to Lead Generation or Big Ticket Deal Conversion?

5. ASK

[Show the solution and attempt to reach the goal(schedule a meeting, demo, etc.).]

Okay. "Company X" also faced the similar challenge. And, the response they kept getting from their Sales Team was – price is higher and the brand is unknown. I would like to show you how we helped them resolve it and increased their sale by X million. It can work for you too. Are you available tomorrow 11:00Am or 3Pm for 15 minutes for a short discussion?

6. CLOSING

[Try to get all of the needed information about your recipient and do what you can to reach your goal.]

Great. I will be sending you a formal email invite. Please accept it to confirm your presence. What's your email? And, one more thing, if you would like to bring someone along, just add his name to the invite. Do you want to ask me something now or you prefer to discuss it in the meeting tomorrow? Great. See you then.

CrazyCall