

## Developing a Sales Phone Script

Developing an effective script will be essential to higher success rates with your cold calling. All phone sales scripts should:

- Create credibility by placing yourself firmly at Ms. Key Contact's level within other organizations
- Create credibility by referring to your firm assisting other companies in her same industry
- Create intrigue by telling her that you have assisted others in solving this type of problem
- Offer value by telling her that you would like to share this information with her
- Invite dialogue by asking an open ended "trial close" question
- Use a "negative positive" response question to gain her acceptance (*"Is there any reason why we can't meet..."*)

## Components of an Effective Phone Script

To create a message with the appropriate impact and effect, there are some key components that should be included.

- Defined goal
- Create interest
- Be direct and brief
- Place yourself at their level
- Be confident in experience and product/service
- Offer value to the conversation
- Ask for the appointment (attain a goal with every call!)

Here is an example:

*Hello Ms. Key Contact, this is David Banks with QRS Corporation. In speaking with other VP's of Marketing, they are concerned about (Fill in the blank with your product or service). We have assisted several firms with addressing these issues and I would like the opportunity to share with you how we did that. Is there any reason why we couldn't meet in the next two weeks to discuss this?*

### Develop a Cold Call Phone Script

Develop a cold call sales script utilizing the assistance prompts below to build your script one component at a time.

- Defined goal \_\_\_\_\_

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- Create interest \_\_\_\_\_

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- Be direct and brief

- Place yourself at their level

- Be confident in experience and product/service \_\_\_\_\_

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- What will you offer of value to the conversation \_\_\_\_\_

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- Ask for the appointment (close for the attainment of the goal) \_\_\_\_\_

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