

Account Executive Outbound Outreach

Phone Call Framework + Ready-to-Use Script

Designed for B2B / technology sales. Replace the bracketed language with your prospect, company, problem, and value proposition.

1. Outbound Call Framework

Stage	Purpose
1. PRE-CALL RESEARCH	Know the prospect's role, company, likely priorities, relevant trigger, and one credible reason for calling.
2. OPEN	Introduce yourself briefly, acknowledge the interruption, and earn permission to continue.
3. RELEVANCE	Connect your outreach to a business problem or goal that is likely relevant to the prospect.
4. VALUE	Explain the outcome you help similar companies achieve. Keep the product description secondary.
5. DISCOVERY	Ask 2-4 concise questions to determine current state, pain, impact, priority, and ownership.
6. POSITION	Tie what you heard to the specific way your solution may help.
7. CLOSE	Ask for a clear next step - usually a discovery/demo meeting - with a specific time commitment.
8. CONFIRM	Confirm attendees, purpose, timing, and what the prospect should expect from the next conversation.

Simple Call Formula

Permission -> Problem -> Proof/Value -> Questions -> Recommendation -> Meeting

Aim for a conversation, not a pitch. The first call's job is usually to create enough relevance and curiosity to earn the next meeting.

2. Full Outbound Phone Script

Opening / Permission

Hi [First Name], this is [Your Name] with [Company]. I know I'm calling you out of the blue - do you have 30 seconds so I can tell you why I reached out, and then you can decide if it makes sense to keep talking?

Reason for the Call

Thanks. I work with [type of company / role] that are trying to [business objective], but often run into [specific problem, inefficiency, cost, risk, or missed opportunity]. I noticed [personalized trigger / relevant company observation], so I thought this might be relevant to you.

Value Proposition

We help teams like yours [specific outcome] by [brief description of how you solve the problem]. The goal is typically to help them [revenue gain / time savings / cost reduction / improved productivity / reduced risk] without [common drawback].

Discovery Question 1 - Current State

How are you handling [problem/process] today?

Discovery Question 2 - Challenge

What tends to be the biggest challenge with the way you're doing it now?

Discovery Question 3 - Impact

When that happens, what does it affect most - revenue, productivity, customer experience, cost, or something else?

Discovery Question 4 - Priority

Is improving that something your team is actively focused on this quarter, or is it more of a future priority?

Connect the Solution

That makes sense. Based on what you just shared about [repeat their problem], I think there may be a fit. We typically help [similar customer type] address that by [relevant capability], which helps them [desired outcome].

Meeting Close

Rather than try to cover everything on a cold call, would it make sense to schedule 20-30 minutes so I can show you how this works and we can determine whether it's worth exploring further?

Calendar Close

I have [Day] at [Time] or [Day] at [Time]. Which works better for you?

3. Objection Handling

"I'm not interested."

Response: Totally fair. Usually when I hear that, it's because either the timing isn't right or the problem isn't a priority. Which is closer for you?

"Just send me an email."

Response: Absolutely. So I send something useful instead of a generic overview, what is most relevant to you right now: [Problem A], [Problem B], or [Problem C]?

"We already use a competitor / solution."

Response: That makes sense, and I'm not assuming you need to replace it. What do you like most about your current solution, and if you could improve one thing about it, what would it be?

"We don't have budget."

Response: Understood. Is the bigger issue that there is no budget allocated right now, or that the business case hasn't been strong enough to prioritize it?

"This isn't a priority."

Response: Got it. What is taking priority for the team right now? I can quickly tell you whether what we do connects to that at all.

"I'm busy."

Response: I understand. I'll keep it simple - would it be better to reconnect later today, or should we put 15-20 minutes on the calendar for another day?

4. Voicemail Script

Hi [First Name], this is [Your Name] with [Company]. I'm reaching out because we help [prospect type] improve [business outcome], specifically around [problem area]. I noticed [personalized reason for outreach], and I thought it may be relevant to your team. I'll send you a short email as well. You can reach me at [phone number]. Again, this is [Your Name] with [Company]. Thanks, [First Name].

5. 30-Second Version

Hi [Name], this is [Your Name] with [Company]. We help [customer type] solve [specific problem] so they can [business outcome]. I noticed [trigger/personalization], which is why I called. I'm curious - how are you currently handling [problem] today?

6. Pre-Call Planning Sheet

Prospect / Title	
Company	
Why this prospect?	
Trigger / personalization	
Likely business problem	
Primary value proposition	
Proof point / customer example	
Best discovery question	
Desired next step	

Call Execution Reminders

Keep it concise. Lead with the prospect's world, not your product. **Ask before explaining.** Use their answers to tailor the pitch. **Quantify impact.** When appropriate, uncover what the problem costs in time, revenue, risk, or productivity. **Do not over-handle objections.** Clarify the objection, respond briefly, and return to a question or next step. **Always leave with a disposition.** Meeting booked, follow-up date, nurture, referral, or closed-out reason.