Cold Calling Script

Hey there _____ this is {Your Name} at {Your Company}, Is now a good time?

Or

Hey there _____ This is {Your Name} *Laugh* this is a cold call. Is now a good time?

If No

No worries, is there a better time for you?

If Yes

Appreciate it, {Prospect's Name}. Reaching out as I've talked to other {their job title} and they were trying to figure out a way to (Something relevant to their job that your company can help with). What has your approach been?

If they have a solution

Sounds like you know what you are doing when it comes to {Problem}.

How are you making sure (Something your company does to fill in the gap of what they may be currently doing. If it makes sense.)?

Got it. Well, other {Their Job Title} that have worked with us said they started to solve {Pain Point} and Saw (Metric that helps them overcome Pain point.) working with us.

Interested in learning more?

Book the Meeting (If it makes sense)

If they have no solution

Other {Their Job Title} that have worked with us said they started to solve (Pain Point) and Saw (Metric that helps them overcome Pain point.) working with us.

Interested in learning more?

Book the Meeting (If it makes sense)

NOTE
This is just a framework that can potentially be successful. To practice this script or your own script schedule time with one of the [Sales Play Pros.](#)