The Worst & Very Best Cold-Calling Scripts

Workable. Grab a list, pick one of my scripts. Make a hundred calls during the day or early evening. If you are not generating 1.5 to two leads an hour, get another script or query another list from the CRM prospects. Repeat until you win and you will win!. "lucky works hard"

Precision. There are scripts tailored to the needs of a tightly defined list.

Personalized. If you truly hate to cold call, you will spend half your time researching your target market and tailoring an approach to each name on the list. Perhaps build your call list first and then make one- three days a week your call days.

Insight.

In the Book "*Prospecting Your Way to Sales Success" and "Hot Prospects," (DON' T BUY IT) they claim they have made more than 30,000 dials, but have only been able to acquire $557,000 in new assets.* Do you really think that the financial-services industry has changed that dramatically, especially concerning client acquisition? Maybe they're just not very good at this yet! I have been analyzing my approach for the past twenty years of my career, trained under the best of them, hired countless consultants, and creating in-house training for our teams. Regardless of your job role, "YOU ARE ALWAYS SELLING" yes, "YOU ARE ALWAYS SELLING" because what I have been doing has been working for the past twenty years. In every business I have owned, acquired, lead, or started, it comes down to two things, marketing and sales. Over the years, I have trained 100's of salespeople and lead 1000's of employees growing businesses to 100,000,000 million in sales by teaching teams how to put the customer first. And more importantly, letting my teammates know the customer buys for their reasons, and not ours. So the most relevant lesson I can share is always wearing the hat from the customer perspective and remembering they all think we are trying to do something to them and not for them. Call it cliché, but I have even developed my very own quotes. " you can't be all things to all people, but you can be all things to the right people" "Don't go fishing without a hook, it sucks" "if the car is backing up get the he#$ out of the way."

I actually wrote back to an email I once found in my in box, I felt it was a professional curtesy or at least trying to help a guy make a living that has zero chance: "Mistake No. 1: Get a crappy idea and stick to it. Something is off. Your list, your script, your time of day, your number of calls per hour, sound the ALARM!!!. The focus from this point forward "RAISE YOUR HAND AND REPEAT AFTER ME" I promise to use only "Precise Cold Calling techniques." I also promise I Am Not The Target Audience Of My Marketing "and never forget, People become clients for their reasons not mine, unless you have an "ACE OF CLUBS"

Back to the email I recently came across in my linked in account and I asked this person to send me his script. As I wanted to help a rookie out as a professional curtesy with a craft. A craft that can be learned and adapted to perfection over the years to ensure you can provide for yourself no matter what. Many rookies simply give up too soon to ever realize the amount of success they can have. He replied below with this script.

Hi ______, this is (name) with (firm). I' m calling because I help people invest for retirement while saving on taxes and wanted to see if your schedule would permit a few minutes for me to drop by and briefly introduce myself.

Gasp, what the F*&^. The script is using one of countless variations on the old "introduce myself" script, <u>which I consider the worst script ever written by man-kind PERIOD!!!</u>. It is most likely the reason that he (and his peers) are asking, "I think the industry has changed?"

The answer, by the way, is "Yes, the industry has changed. "and it will continue to change, but were still going fishing because we have to eat and we have to feed our families!

Does this mean cold calling no longer works and rookies, and "associates" should throw in the cold-calling towel and … do what? write another little red book about how bad they were at selling and try to give a seminar at $4,000 a pop in sales?

No, it does not mean cold calling does not work. It just means every single piece of a cold-calling campaign must meet some standards, starting with your phone script. A script when being created should always be thinking of it from <u>the customers point of view</u> "what the hell is this guy trying to do to me" buyer beware it' s a sales guy, when in actuality you' re a highly educated individual that has spent tens of thousands of dollars on education; that is simply trying to find someone to help. Help with what ? help with preserving their wealth and getting a better return by working with a company who actually cares about its ambassadors, limited partners and their investment at the Silver Oak Fund.

The script can be workable, tailored or personalized. If you can handle it, make 50-100 calls a day and go with a Workable script. Are 200-calls a day not on your agenda? I know they are not on mine so used a focused approach. (people will hang up they just do)

Now Consider Precision. Want your calls to reach executives in the C-Suite, Doctors or better yet a successful business owner. A personalized script is the way to go.

Below please take a look at the worst scripts I have seen over the years **in the hopes I can rip them from your consciousness and never waste your time using them.**

My examples, by the way, came from Googling "best cold-calling script." So don't do that cheat off of me below it's the least I can do to help you succeed.

This worst script is by a "sales transformation architect." His website offered to trade me his cold-calling script for my email address. Done. This script, he said, is one a "financial services company paid me to write for their financial planners."

(I'm taking his script section by section and adding my commentary immediately following. I have put his script in italics to differentiate from my commentary.)

Voicemail message (for you to leave only on the first call attempt):

Hello Bob, this is Your Name with Your Company. I was calling you today to schedule a 10-minute introductory conversation … blah blah blah.

Better advice: Never leave voicemails when cold calling. It is a total and complete waste of time! I have never I repeat never gotten a call back that said, " thanks for leaving me a voice mail let's move forward where do I send my 1,000,000.00 dollar investment. Really.

Prospect Answers: This is Bob:

Hi Bob, my name is Your Name with Your company. Have I caught you at a bad time?

Of course, it's a bad time. You now must handle the objection that you just created what was I thinking.

Prospect: Yes. Who is this? What is this about?

Thank you for asking. Once again, my name is Your Name. I'm with Your Company. The purpose of my call is to schedule 10-15 minutes with you sometime early next week to formally *introduce myself and my company. Would you have 10 minutes on Thursday afternoon, say at 1 p.m.?*

Snore hang up or better yet the guy shares a piece of his mind with you and a few explicit words for you to enjoy. He was probably just hopping out of the hot tub or worse yet trying to add up his score from the last hole. After all he’s a millionaire and the reason he’s in the position he is, is to have the freedom to do whatever the hell he wants. Does he really want to talk to you?

<u>Please put this “introduce myself” approach down? It doesn’t work</u>

If you are using any variation of the “introduce myself” script, stop! This approach goes back to the ‘70s (or earlier), and it probably didn’t work then. It most certainly does not work now.

I did some quick calculations and have some stats to prove it. When we do the math, those who use this script average $18 additional asset per each dial. To raise $10 million in assets requires about 550,000 dials. At 60 dials per hour, that’s about 9,000 hours of cold calling — or four and a-half years of doing nothing but cold calling. It ain’t working.

‘this is a complete utter waste of your time and heart ache stop the madness and start using a precise method.

Another Worst Script…

Mr./Ms. Business Owner: Hi, this is _________ calling from_______. The reason for my call is, as a successful business owner, I know you are always trying to improve your bottom line, and I specialize in helping business owners increase profits.

Now as a successful business owner, I’m sure you agree that your most valuable commodity is time and I’m not here to waste it. I am confident if you allow me the opportunity, I can show you how to add to your bottom line.

I will be in your area next Tuesday and Thursday; would you be available for a brief introductory meeting either of those days?

Pant, puff, wheeze, hang up what the hell were you thinking ?

Way too long. It took 38 seconds for me to read it aloud. A good rule of thumb for a cold-calling script is to not talk for more than 15 seconds without asking a question.

Again, it’ s yet another variation of “All I want is just an appointment. Please, please, don’ t let me starve I’ m hungry.”

Three Types of Cold Calling

There are three styles of cold calling that work. For each style, you could have a Workable, Precise and Personalized script.

First Call Appointment: This can work, it’ s just not easy it seems to take 100-150 calls to get an appointment. Two or three appointments per week can be very profitable ***if you can close the sale*. Of course that’ s how we all make money and lots of it, by closing the sale not by getting a meeting. More on this topic in a one-on-one coaching session with me.**

Email-Phone: Send a letter and follow up three to five days later with a phone call. You would use this one if you find yourself getting a lot of requests for information on a “First Call Appointment” script. Go ahead and send the information requested first.

Phone-Email-Phone: This is my classic “cherry-picking cold call.” Get a good list. Put together a link to an article or white paper on one of our many hidden splash pages on our web site that gives information to an article people might be interested in. **ASK ME FOR THE LINKS>>> we can make as many as it takes to help you win!!!**

On the first call, offer the info and then qualify it (by phone). Next, send the requested info (by email). Call back 3-days to set an appointment to share a brief webinar or further develop the lead (by phone).
These styles are listed in decreasing order of difficulty. Your best bet is to start with First Call Appointment and work down the scale.

Best Advice for Cold Calling

In the example that follows, I’ m taking on one of toughest types of cold calls. We will develop a script to call Executives, CEOs Doctors or owners of small- to medium-sized companies. Personalized is the only way to go.

Step 1: Provide Context

"Knowing who you' re calling is crucial, but so is placing your call in a context. If the only reason for your call is that a prospect happens to be on your to-call list that day, you' re just another intrusive salesman with nothing interesting to say. Instead, leverage social media channels, media coverage, new hire announcements and news updates to find a valid reason for your call and determine which of your prospects are ripe for engaging at that particular moment."

My research on this company took a few minutes. Great website. Big section on "our people." Within two-minutes, I had the names of the CEO and the VP of Operations, both compliments of LinkedIn. I checked Glassdoor, obviously then other social media sights I added my notes in the CRM and links to where I found the info.

PLAN THE WORK AND WORK THE PLAN>>>

Here is my opening line based on the research I did:

Is this Frank? Is this (FRANKS PLUMBING, (Name of the Company). By the way, I' m not surprised (Franks Plumbing, Prospect' s Company Name) (is one of the best companies in (Clearwater, I have heard from my neighbors. (say state or city) or fastest-growing businesses in (say state its located in). I, they buy/ use/ your (service/ product) all the time. Good job.

(Chit chat based on how CEO responds.)

Frank, I know you are busy and are not waiting for my call today, (CHUCKLE, CHUCLKE) however I spent some time on your website. Very impressive…. It just screams how proud you are of the people who you work with and the success you have with your customers.

The focus of my team, at the Silver Oak Fund… is helping owners create diversification with their wealth to ensure its preserved for their family. You and I both know the-most-profit-does the-most-good and preserving those returns away from the business is part of having financial security. May I ask you two or maybe even three questions before we hang up…

Step 2: Ask Smart Questions

"The more research you do, the 'smarter' your questions will get. By asking very specific, personalized questions you will demonstrate to your prospects that you took the time to track

all this information down and really understand their situation. Smart questions will progress the conversation further; trying to wing it will only create distractions, wasting your prospect' s and your own time. And there' s one thing the modern society is truly obsessed with — using their time efficiently."

Ambassador Script:

Q1- Out of curiosity, are you the third generation of your company to be CEO or does the line go back further? (prospect Response YES/NO) That' s called good succession planning. For whatever it' s worth, according to the website, Glassdoor, your salaries at (NAME COMPANY) seem exceptional for your employees " even if you feel they seem to grumble at times it appears your taking great care of them" . You also seem to have exceptional benefits based on your employee reviews and a highly satisfied customers on google. You are obviously spending a lot of money to create an incredible opportunity for everyone around you.

Q2- Any chance in the back of your mind are you thinking when is my turn to save to take care of my needs? (prospect Response YES/NO) PAUSE………. We know you have done everything for your employees and your family and your customers is only natural to think this way.

Step 3: Test Close

"Pitches that lead to a soft sale typically rely on questions that present two attractive options and can' t be answered with a simple 'yes' or 'no' … This approach opens up a much more relaxed, tension-free space for a conversation, unlike hard-sell questions like "Would you like to start with the basic plan?"

Q3-(YES ANSWER Q2) *Tell me, when was the last time you sat down and balanced your risk and rewards not only for your business but all your investment goals?*

(NO AND YES)We' re happy. *(NAME FRANK), I appreciate the few minutes today. And if it' s ok with you can I send you more information on the Silver Oak Fund. Just keep the email for when you have time or if you ever get a nagging thought, "I wonder if I' m on track," then give us a call. We want to help be part of your investing plans in the future, Fair enough?*

Great I will send it out later today. Thanks again it’s always great to talk with people who care about their employees, families and most importantly their future.

>>>VERIFY EMAIL WITH THEM>>> Add the person to our ¼ email about market updates.

Step 4: Next Steps in your email that gets sent we simply add the next steps to our process with a discover note summation email. This gives you a working document that you can circle back with the client about. I can help you draft a few samples to get you started.