1. Cold Call Appointment Setting Cold Calling Script

Hi _____, this is_____ from [your organization name]. We haven't gotten a chance to talk directly yet, but I saw that your company is one of the top providers of [specific product/service your prospect offers], and I wanted to quickly share ways we've helped other businesses similar to yours.

Is this an okay time to chat for a few minutes?

[Client agrees to chat]

Excellent, so we are a [product/service] business that specializes in [market niche or specific solutions], which is why I wanted to reach out to you directly. Our [product/service attribute] solution allows you to [benefit of using product/service].

I'd love to show you more with a 15-minute [demo or presentation]. Are you free early next week so I can show you the [features or services] that may help you reach your goals?

   ❖ *Scenario 1: [Prospect agrees]*

Great, if I can get your email address I send you an invite to my calendar portal so you can pick a time that works for you.

   ❖ *Scenario 2: [Prospect rejects]*

Ok, no worries. I can email you some additional information for reference so if you find you have a need for our services later, you'll have my it and my contact information. What's a good email address for you?

---

2. Leaving a Voicemail Cold Calling Script

Hi _____, this is_____ from [your organization name]. I'm sorry I didn't get a chance to connect with you directly but I'd love to schedule a few minutes sometime next week to show you how we've helped [specific product/service that your prospect offers] companies by [benefit of using product/service].

You can reach me at [phone number]. I understand you are busy, so if I don't hear from you I will follow up later next week.

I look forward to hearing from you.

💼 **Fit Small Business**

3. Voicemail Follow-up Cold Calling Script

Hi _____, this is_____ from [your organization name]. I'm so glad we have a chance to connect.

I'm not sure if you had a chance to listen to my voicemail last week, but I wanted to set up a few minutes to learn more about your company and show you how we've helped other [product/service the prospect offers] businesses by [benefit of using product/service].

Is this an okay time to talk for a few minutes?

❖ *Scenario 1: [Prospect acknowledges it's a good time]*

Excellent, [Make elevator pitch] and set up a time for a 15-minute demo.

❖ *Scenario 2: [Prospect states it is not a good time]*

No worries. How about we set up 10 minutes to talk next week when it's a better time for us to chat? {If they agree, schedule a time while you're still on the phone. If they do not agree, ask if it's okay to send them an email with some additional information including your contact details}.

---

4. Acquiring Information from a Gatekeeper Cold Calling Script

Hi _____, this is_____ from [your organization name]. I was hoping you could help me find the right person to speak with.

I'm trying to connect with someone who would manage your [department/job function that would likely be a purchaser of your product/service]. Do you know who that might be?

[Gatekeeper names person]

Excellent, I'd love to try and reach out to them directly if possible. Would you by any chance have their contact information on hand?

❖ *Scenario 1. [Gatekeeper gives contact information]*

Awesome, this is great. Thank you very much for your help. I'll leave some of my information with you and try to reach out to [contact name] in a few days.

❖ *Scenario 2. [Gatekeeper does not have information or cannot disclose it]*

No worries. How about I leave my information with you to pass along to [contact name], and I will follow up again next week. Can you tell me the best time to reach [decision-maker's name]?

---

5. Connecting Through a Referral Cold Calling Script

Hi _____, this is_____ from [your organization name].

- ❖ *Scenario 1: [Referrer] told me to reach out as they mentioned you were having trouble with [problem they are having].*

- ❖ *Scenario 2: I saw that we were both good friends with [mutual connection], so I wanted to make a direct introduction.*

- ❖ *Scenario 3: [Gatekeeper] told me that you would be the best person to speak to about [product/service you are offering].*

Is this a good time to talk for a minute?

- ❖ *Scenario 1: [Prospect acknowledges it's a good time]*

Great, so we are a [product/service] business that focuses on [market niche or specific solutions], something your business could definitely find value in.

Our [product/service attribute] solution allows you to [benefit of using product/service]. I'd love to show you more with a 15-minute [demo or presentation]. Are you free early next week so I can show you all the [features or services] we offer?

- ❖ *Scenario 2: [Prospect states it is not a good time]*

No worries. Can we arrange 10 minutes to talk next week when it's a better time for us to chat? {If they agree, schedule a time while you're still on the phone. If they do not agree, ask if it's okay to send them an email with some additional information including your contact details}.

6. Promoting a Special Offer Cold Calling Script

Hi _____, this is_____ from [your organization name]. We haven't gotten a chance to meet, but I wanted to reach out and let you know about a special offer we are currently promoting for [time range or specific company attribute].

We are providing (or offering) [special offer: free consultation, free trial, discount, bulk deal, etc.] to help businesses like your own [benefit of taking advantage of special offer].

Is this something you might be interested in learning more about?

❖ *Scenario 1: [Prospect expresses interest]*

Excellent, why don't we do this? If I can get the best email address for you, I can send you all of the details of the special offer as well as the link to [sign up, redeem or schedule special offer] to get the ball rolling.

❖ *Scenario 2: [Prospect rejects]*

No worries. Can we set up 10 minutes to talk next week when it's a better time? {If they agree, schedule a time while you're still on the phone. If they do not agree, ask if it's okay to send them an email with some additional information including your contact details}.

7. Referencing an Important Recent Event Cold Calling Script

Hi _____, this is_____ from [your organization name].

❖ *Scenario 1: I was impressed with some of the recent [community service or client project] your organization was involved in, which made me want to reach out directly.*

❖ *Scenario 2: As you're probably aware, [mention the recent news story of interest to the prospect], because of this I wanted to reach out directly.*

We are a [product/service] business that focuses on [market niche or specific solutions], something that your business could definitely find value in.

I'd love to go into more detail with a 15-minute [demo or presentation] so I can show you all the [features or services] we offer. Is this something you would be interested in learning more about?

❖ *Scenario 1: [Prospect interested]*

Excellent, why don't I send you an invite to my calendar portal so you can find a time that works for you.

❖ *Scenario 2: [Prospect not interested]*

No worries. How about we schedule 10 minutes to talk next week when it's a better time? {If they agree, schedule a time while you're still on the phone. If they do not agree, ask if it's okay to send them an email with some additional information including your contact details}.

8. Qualifying a Lead Cold Calling Script

Hi _____, this is_____ from [your organization name]. I was hoping to make a brief introduction and learn a little more about your business, is this an okay time to talk?

[Client agrees to chat]

Awesome. I know you are busy, so I will keep this brief. We are a [product/service] business that focuses on [market niche or specific solutions] which allows our clients to [benefit from using product/service].

Do mind sharing which [product/service] provider you are currently using?

[Prospect answers]

Great, and is there anything in particular you dislike or would like to improve about using [prospect's current provider]?

[Prospect answers]

Terrific, and how about some aspects you like most about using [prospect's current provider]?

[Prospect answers]

Excellent, so I think we could be a good fit based on some of the [product/service] attributes you want to prioritize. I'd love to continue this conversation with a 15-minute [demo or presentation] so I can show you how the [product/service attributes] can [how attributes can help with what they like about current provider], as well as how the [product/service attributes] can help you [how attributes can help with what they dislike about current provider].

Is this something we can get scheduled for next week? [If they say say, schedule the meeting while you are on the phone. If not, ask if you can send an email with more information and your contact details].