

“Take the Cold Out of Cold Calling”

“Fourth R”

Warm Call Selling Scripts

Email

Take the Cold Out of Cold Calling E-mail Script

The following script works quite well in breaking through the e-mail clutter. Note that it only works if you or your company has permission to e-mail your prospect. When a prospect is “asking” for more information, variations on the following e-mail script work well in moving the prospect to requesting a meeting or further information:

SUBJECT LINE: (The subject line of an e-mail is very important. If you can customize and make relevant, the likelihood that your e-mail will get read increases exponentially)

SUBJECT: Did you see that recent article about _____?¹

E-MAIL COPY:

Dear _____,

I enjoyed meeting you or seeing you at _____. (Or, if you

have not met the prospect, use: Thanks for requesting additional

information about...) I was doing some research this morning and read an

article from _____² and immediately thought of you.

In particular, the article discussed _____

_____.³

I'm guessing that this could be issue your company is facing and I would

like to get some of your time to share with you how my company,

_____ , helps our clients deal with this issue.

Following (or attached) is some introductory information about my

company that I thought you might find relevant. When would be a good

time for me to call you?

Sincerely,

1. Make a brief reference about an article you found relevant to your prospect; try to make it an “issue” that you think your prospect is facing. For example, if you found an article about how outsourcing is impacting your prospect’s business, the subject line might read: “Interesting article about outsourcing in the window industry.”
2. Name the source where you found the information. Make sure it’s a source that is credible for your prospect’s industry.
3. Summarize the key elements in the article that you think are relevant to your prospect’s business.