

“Take the Cold Out of Cold Calling”

“Fourth R”

Warm Call Selling Scripts

Letter - Company

Take the Cold Out of Cold Calling Business Letter Script – Company Information

Use the following script as a guideline if you are sending letter to a specific company:

Dear _____,

I was doing some reading this morning and came across the article in _____¹ featuring your company. I was particularly interested in _____² and _____³'s take on the issue. I especially liked this quote:

**“ _____

_____”⁴**

As my company _____ has quite a bit of experience working with organizations like yours, I would like to get a few minutes of your time to discuss how we help other companies including _____ achieve their business objectives, and how could do the same for you.”

Enclosed, please find....

1. Name the source where you found the information. To find an article quoting someone from your prospect's company, conduct your research using a news, magazine or industry journal search. In the search form, enter in the name of the company and then try terms like "revenue," "sales," "marketing," "new client," etc. to locate quotes from executives commenting on a particular topic.
2. Mention in a few words what interested you most about the article.
3. Reference the name of the person who was quoted. Hopefully it's the person you're calling on but if not, use the quoted person's name and title.
4. Summarize a portion of the article or pull a quote directly from the article.