

“Take the Cold Out of Cold Calling”

“Fourth R”

Warm Call Selling Scripts

Letter - Industry

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

Because most of us are bombarded by e-mail on a daily basis, and voice mail is the preferred method of avoiding contact with just about anyone, especially salespeople, a personal letter may be an effective way of getting your message across to a prospect. The following scripts work well as the opening couple of paragraphs for a business letter.

Use the following script as a guideline if you are sending letter to a number of companies in the same industry:

Dear _____,

Recently, I came across some information I thought was very relevant to your business and I wanted to share it with you. I saw an article in _____¹ and in particular, I took note of the following:

“

_____”²

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 we could do the same for you.”

Enclosed, please find....

1. Reference the name of a respected publication in the prospect's industry.
2. When conducting your research via any type of search engine but in particular a premium database, enter the name of your prospect's industry and then words like "issues" or "trends" (for example, a Boolean query might look like "window manufacturing" AND industry AND issues OR trends). Then in your business letter, summarize the article and/or pull some key information directly from the article that you know your prospect will care about. NOTE: Do not include a copy of the article with your letter as this is a violation of copyright law.