

“Take the Cold Out of Cold Calling”

“Fourth R”

Warm Call Selling Scripts

Telephone - Company

Take the Cold Out of Cold Calling Telephone Script – Company Information

Use the following script as a guideline if you are cold calling a single company:

“Hi _____ . This is _____ and I’m calling from _____ .

We’ve never met nor were you expecting this call. I would like to take 90 seconds to explain why I called, and then you decide if we should continue the conversation. Is that OK with you? (Pause)

I read the recent article in _____¹ where _____² was quoted as saying _____.³ I found that comment really interesting because my firm has _____.⁴ I’d like to meet with you and get 45 minutes of your time to discuss _____⁵ and to share with you how we help companies with similar issues.

(Follow next with your contact information if you’re leaving a voice mail, or if you get a “live” person, continue with more detail.)

1. 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. In your script, reference the name of the person who was quoted. Hopefully it’s the person you’re calling on but if not, use the person’s name and title, e.g. “your CEO, Phil Smith was quoted....”

3. Summarize the quote you pulled from the article.
4. Share a brief, relevant story about your company that relates to the quote. For example, pretend that the quote was about a large piece of business your prospect just landed. You could say something like “I found that comment really interesting because our company has successfully helped our clients launch large new client initiatives quickly and cost effectively.”