

“Take the Cold Out of Cold Calling”

“Fourth R”

Warm Call Selling Scripts

Telephone - Industry

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

Use the following script as a guideline if you are cold calling a number of companies in the same industry:

“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 saw a recent article in _____¹ about _____² and I thought of your company. Our organization has helped several companies like yours solve similar issues. I’d like to meet with you and take 45 minutes of your time to get some feedback on how your company deals with these issues, and share with you some ideas on how we might be able to assist you.

(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. 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 in 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).