

Cold-Calling/Voicemail Template/Exercise

Elements of a good cold call introduction

- Your name and company
- Industry and/or Job Title of individuals you work with
- Issues/problems you solve or enhancements you provide (one or two)
- A compelling statement or question that invites them to engage with you
- Introduction should take no more than 15 to 30 seconds

Call Intro Template:

“Hi (*prospect name*) this is (*your name*) with (*your company*) and we (*Problems/issues you solve or enhancements you provide.*) I am curious about how you (*compelling question or statement regarding the issue mentioned invites them to engage with you*)”

After delivering call introduction, PAUSE and WAIT 3 to 5 seconds for the prospect to respond. This can be difficult – most salespeople are not comfortable with awkward silences and begin speaking (usually about their product.) Resist this temptation. It is imperative that you remain quite and give them a chance to respond to your call introduction. Listen to their response in full before responding.

Have a written script prepared to counter their most likely responses, of which the two most common are “I am busy right now” or “I am not interested.”

If the response is “I am busy”, ask when is a good time/day to call, repeat and confirm that they will take your call on that time/day, and then send a confirming email reminding them you will be calling them at that time.

If they tell you “I am not interested”, respond with “I understand, most people are not interested until they learn about how we have been able to (*insert specific benefit you have delivered to your customers.*) How does your organization accomplish that today?”

SAMPLE CALL INTRODUCTIONS

Call Intro Example 1: CFR-21 Compliance Software for Biotech Industry (Calling into the Compliance Manager)

“Hi John this is Greg Johnson with Acme Software and we work with Compliance Managers who are concerned with the difficulty and high costs of achieving and maintaining 21CFR compliance. We help our customers reduce compliance related-costs by automating the audit-tracking process. I am curious what role you play in that process ...”

Call Intro Example 2: Targeted Email Campaign Software (Calling into the Marketing Manager)

“Hi John, this is Greg Johnson with Acme Email Solutions. We help Auto dealerships boost customer loyalty and attract new customers through the use of targeted email campaigns. I am curious as to the type of email campaigns that you currently run, and what your role is in these programs...”

EXERCISE: Prepare two or three call introduction scripts. Try not to focus on your product or service, although it is OK to mention it. Do not focus on product features or capabilities in the Call Intro. Be sure that the problems or enhancements you describe are specific, not vague or generalized (cut costs, save time) and are prevalent within the industry you are targeting. The more specific, the more impact they will have. You should also prepare scripted answers to the most common responses you will get.

VOICEMAILS: Should you leave a voicemail? Yes! Somewhere between 80 and 90% of your calls will end up in your prospect’s voicemail box. Do not pass up this opportunity to influence them. Your voicemail script follows a format almost identical to your call introduction script. Here are a couple of examples.

Voicemail Example 1: Software vendor selling 21CFR Compliance software to Bio-tech Firm

“Hi John this is Greg Johnson with Acme Software and we work with Compliance Managers in the Biotech Industry who are concerned with the

difficulty and high costs of achieving and maintaining 21CFR compliance. We help our customers reduce compliance related-costs by automating the audit-tracking process. I'd like to learn about the challenges you face in adhering to 21CFR compliance as well as tell you about what we do. You can reach me, Greg Johnson, at 866.760.5626.. I look forward to speaking with you."

Voicemail Example 2: (Email marketing software vendor calling a marketing Director at Auto Dealership)

"Hi John, this is Greg Johnson with Acme Email Solutions. We help Auto dealerships boost customer loyalty and attract new customers through the use of email marketing campaigns. I'd like to learn about your use of email campaigns, and if it makes sense, tell you more about what we do. You can reach me, Greg Johnson, at 866.760.5626, or check us out on the web at AcmeEmail.com. I look forward to speaking with you."

Sound familiar? They should! These voicemail scripts are almost identical to your call introduction scripts. Here is an outline for creating your prospecting voicemail.

Cold Call Voicemail Template

"Hello John this is (*Your Name*) with (*Your Company.*) We work with (*Job Title/Role/Industry*) who are concerned with (*Industry specific Issue or Benefit.*) we help our customers (*Achieve Benefit or Resolve Issue*) and I would like to (*learn about a specific issue, tell you about what we do.*)" You can reach me, (*Name/Phone Number.*) I look forward to speaking with you."