

Cold Calling Script

Cold calling is the process of approaching prospective customers or clients and has the potential to be fully defined, repeatable, measured and managed. It is also arguably one of the most effective techniques of generating sales.

Sample of **cold calling script** you can utilize, either by your telemarketing team or sales professionals:

| Cold Calls | Script |
|---|---|
| Finding the right person to talk to [from operator] | <p>Hello, I am _____, from MWS [or your company name], I would like to speak to the person in charge of training.</p> <p>If, not available::</p> <p>Thank you for your assistance. What would be the best time for me to call back?</p> |
| Greetings & introduction | <p>Hello, I am _____, from MWS [or your company name], and we offer a new approach and fresh perspective to corporate training. I would like to share with you how you and your company stand to save over 80% of your training investments.</p> |
| Verify person | <p>Are you the person in charge of the trainings in your organization?</p> <p>If not:</p> <p>Thank you. Who would be the right person I should be speaking to?</p> |
| Ask permission | <p>Is it convenient to talk for a couple of minutes?</p> <p>If not::</p> <p>Thank you, when would be the best time for me to call back?</p> |
| Give your elevator speech | <p>Thanks, I appreciate it.</p> <p>MiniWorkshopSeries is a result of extensive feedbacks and research, and we have developed 72 competency based training workshops to meet your every business need. MWS is different because it provides concise steps, tools and tips in a fun,</p> |

| | |
|--------------------------------|--|
| | <p>experiential and highly effective way.</p> <p>It is specifically crafted and designed to address the needs of progressive organizations to enhance and train their workforce to meet the business demands of today's challenging economic situations. With our Licensing Options, Yes, you stand to save over 80% of your training investments.</p> <p>I trust you are interested to know more... yes?</p> <p>If no::</p> <p>Interesting, perhaps you can share with me why you are not interested?</p> |
| Asking for email & appointment | <p>If you would give me your email address, I can email you our corporate presentation now. [check your templates]</p> <p>Thank you.</p> <p>To ensure that you don't miss this opportunity to have an in depth discussion with our Learning Consultants on how you can take advantage of this offer, would you be available for a presentation on Tuesday at 11.00am.</p> <p>If no::</p> <p>When would be your preferred time then? or</p> <p>Perhaps, you can look through our presentation, and I will call you back on Monday to fix a meeting then.</p> |
| Fixing appointment directly | <p>Would you be available for 45 minutes at 2pm on Wednesday for our Learning Consultant to present our ideas to you?</p> |