
Phone Version

Opening

Hi, my name is _____ I'm calling some startups in the area to find out if they are a good fit for our product / service / beta program.

What we do in a sentence is provide companies with...

Does this in general sound interesting to you?

Qualifying

What is your current _____ process? Who are your customers?

How do you current solve _____ ?

Test Closing

We would want to start in _____ weeks — does this work for you?

The beta program is heavily discounted. It's going to be \$ _____ / day.

What is the decision making process in your company?

Next Steps

Great. Sounds like this could be a good fit. Let me send you our brochure and schedule a time next week to discuss all your questions. What's the best email to send you information and the calendar invite? What's a good time to chat next week?

Email Version

Hi [first name],

My name is [My Name] and I head up business development efforts with [My Company]. We recently launched a platform that [One Sentence Pitch]

I am taking an educated stab in the dark here, however based on your online profile, you appear to be an appropriate person to connect with...or might at least point me in the right direction.

I'd like to speak with someone from [Company] who is responsible for [handling something that's relevant to my product]

If that's you, are you open to a fifteen minute call on [time and date] to discuss ways the [Company Name platform] can specifically help your business? If not you, can you please put me in touch with the right person? I appreciate the help!

Best,
[My Name]