

Sales Call Script

A little background story about this simple script:

A couple of years ago we came up with the idea for a Sales-as-a-Service company for startups. Within 60 minutes, we had this script and started hitting the phones, calling venture-funded startups in the Bay area. We had no website, no logo, no references or network at the time. In 14 days, we had seven customers who were all paying us A LOT of money to sell for them.

Yes, this script is simple. But it can make you A LOT of money too.

1

Opening

Hi, my name is [name]. 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 we provide companies with xyz.

Does this in general sound interesting to you?

2

Qualifying

What is your current xyz process?

Who are your customers?

How do you currently solve xyz?

Etc.

3

Test Closing

We would want to start in X weeks - does this work for you?

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

What is the decision making process in your company? Etc.

4

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 etc.

What's the best email to send you information and the calendar invite? What's a good time to chat next week?

