

SALES SCRIPT TEMPLATE



This is the script we used when we first founded Close. We had no website, no logo, no references or network at the time. Within 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.

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 we provide companies with XYZ.
Does this in general sound interesting to you?

Qualifying

What is your current xyz process?
Who are your customers?
How do you currently solve xyz?
Etc.

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?

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?

(or)What's a good time to chat next week?

Want to Make More + Better Sales Calls ?

Try our Close sales software for free. Call your prospects with just one click, have every call & email logged automatically in the system and never again let a prospect fall through the cracks.

Here's what Close users say about our software:

Close is, hands down, the best CRM I've ever used – and trust me, I've tried pretty much everything out there. The platform is incredibly flexible for your needs without being overwhelming with customization options. It covers all the bases you need, but makes your job that much easier with a simple, clean design. It really takes the headache out of trying to learn a new platform. Intuitive and powerful, it helps me keep track of campaigns and manage relationships with clients.

— *Cade Proulx, Venture Capital, Entrepreneurship, Angel Investments*

This CRM intuitively leads you to get the fuck out of the way of yourself so you can make more goddam calls effortlessly and efficiently – which means closing more sales in less time.

— *Rob Hanna*

We switched from SugarCRM to Closeio and haven't looked back. It's simplicity is an asset -- the feature set is thoughtful and powerful, and the native Mac OS app is a pleasant break from our other browser-based tools.

— *Ryan Buckley, Cofounder & COO of Scripted.com*

[Start your 14-day free trial of Close](#)

