

1. Appointment-Setting Sales Script

Hi **[Lead name]**, this is **[your name]** from **[your organization name]**. We haven't had a chance to talk directly yet, but I saw that your company is one of the top providers of **[specific product/service your prospect offers]**, and I wanted to quickly share ways we've helped other businesses similar to yours. Is this an OK time to chat for a minute?

[Client agrees to chat]

Excellent. So, we are a **[product/service]** business that specializes in **[market niche or specific solutions]**, which is why I wanted to reach out to you directly. Our **[product/service attribute]** solution gives you the benefits of **[benefit of using product/service]**.

I'd love to show you more with a 15-minute **[demo or presentation]**. Are you free early next week so I can highlight the **[features or services]** to see if it's a good fit?

Scenario 1: [Prospect agrees]

Great, if I can get your email address I send you an invite to my calendar portal so you can pick a time that works for you.

Scenario 2: [Prospect rejects/objects without reason]

OK, no worries. I can email you some additional information for reference, so if you have a need for our services later, you'll have it and my contact information. What's a good email address for you?

Scenario 3: [Prospect objects due to reason: budget, fear of change/commitment, unfamiliar brand, or is happy with current provider]

I totally understand your concerns. What I can tell you is that:

[Budget] Purchasing **[product or service]** can be looked at as a strong investment that can **[value obtained from solutions such as cost-saving or increased productivity]**. In fact, all of our clients similar to your business see on average **[value stat about ROI, increased productivity, decreased cost, increased sales, etc.]**.

[Fear of change] While making a large **[systematic or operational]** change may seem scary at times, sometimes it is necessary to **[put yourself in a better overall position or remain competitive in your market]**. In fact, we've been able to see businesses similar to yours and even some competitors acquire **[stat about value obtained from your solution]**. Most of them even say the transition was easier than anticipated.

[Prefers familiar brand] We do get clients who have used those firms in the past and found issues with **[potential issues]**. The thing that makes us different and has been an attractive trait for new businesses is **[unique selling proposition]**.

[Happy with current provider] I'm not looking to change your mind about a purchase decision. I would like to learn more about your needs and share more about how we may be able to help in the future. Is there anything, in particular, that you like a lot about your current provider? Also, what are some things you think could be improved about your current provider? **[Find potential value proposition gaps]**.

2. Voicemail (& Voicemail Follow-up) Script

Hi **[lead name]**, this is **[your name]** from **[your organization name]**.

I'm sorry I didn't get a chance to connect with you directly, but I'd love to schedule a few minutes next week to show you how we've helped businesses like yours reap the benefits of **[benefit of using product/service]** by **[using or investing in]** our **[product or service]**.

You can reach me at **[phone number]**. I understand you are busy, so if I don't hear from you, I will follow up later next week.

I look forward to hearing from you.

While this outbound sales call script example is solid for voicemail situations, leads often do not return calls left by a salesperson. Have a plan to follow up on the voicemail after a week or so, and have a sales script ready for that follow-up call.

Hi **[lead name]**, this is **[your name]** from **[your organization name]**.

I'm glad I was able to reach you this time. I wanted to follow up on the voicemail I sent last week. Is this an OK time to chat for a second?

[Client agrees to chat]

Excellent. So I touched on it briefly in my previous message, but we are a **[product/service]** business that specializes in **[market niche or specific solutions]**. Our **[product/service attribute]** solution gives you the benefits of **[benefit of using product/service]**.

I'd love to show you more with a 15-minute **[demo or presentation]**. Are you free early next week so I can show you the **[features or services]** to see if it might be a good fit?

3. Gatekeeper Sales Script

Hi, my name is **[your name]** and I'm calling from **[your organization name]**. I was hoping you could help me find the right person to speak with.

I'm trying to connect with someone who manages your **[department/job function that would likely be a purchaser of your product/service]**. Do you know who that might be?

[Gatekeeper names person]

Excellent. I'd love to try and connect with them if possible. Are you by any chance able to forward me?

Scenario 1: [Gatekeeper forwards you to their phone] → Initiate other sales scripts

Scenario 2: [Gatekeeper can't forward you but provides their contact information]

Awesome, that'll work too. Thank you for your help. I'll leave my information with you and reach out to **[contact name]** in a few days.

Scenario 3: [Gatekeeper does not have information or cannot disclose it]

No worries. How about I leave my information with you to pass along to **[contact name]**, and I will follow up again next week. Can you tell me the best time to reach **[decision-maker's name]**?

4. Post-Conversation Sales Script

Hi **[lead name]**, this is **[your name]** from **[your organization name]**. How's your day going?

Excellent, that's great to hear! So, based on what I gathered from our previous **[conversation, demo, or presentation]**, we are a great fit for your **[product or service]** needs.

I'd like to get us moving to the next stage in the process. Typically, we **[send a proposal, quote/underwrite your business, or schedule a free consultation to further evaluate]** to give you a comprehensive understanding of our offering along with pricing information.

Is this something you are ready for?

Scenario 1: **[Lead is not ready for next steps]**

No worries at all and no rush. I'll follow up with you in about a month or so and see if anything changes. Of course, feel free to contact me if you have any questions or your readiness changes.

Scenario 2: **[Lead is ready]**

That's great to hear! On my end, I'll **[generate a proposal, send application/quoting documents, or send an email to schedule the next call]** so we can get everything moving. In the meantime, feel free to reach out if you have any questions or concerns.

5. Referral Script

Hi **[lead name]**, this is **[your name]** from **[your organization name]**.

Alternative 1: [Referrer] told me to reach out as they mentioned you were having trouble with [problem they are having].

Alternative 2: I saw that we were both good friends with [mutual connection], so I wanted to make a direct introduction.

Is this a good time to talk for a minute?

Scenario 1: **[Prospect says it's a good time]**

Great! So, we are a **[product/service]** business that focuses on **[market niche or specific solutions]**, something your business could definitely find value in.

Our **[product/service attribute]** solution gives you the benefits of **[benefit of using product/service]**. I'd love to show you more with a 15-minute **[demo or presentation]**. Are you free early next week so I can show you the **[features or services]** we offer?

Scenario 2: **[Prospect says it is not a good time]**

No worries. Can we arrange 10 minutes to talk next week when it's a better time for us to chat?

6. Promotional Sales Script

Hi **[lead name]**, this is **[your name]** from **[your organization name]**.

I haven't gotten the chance to reach out yet for an introduction, but I want to let you know about a special offer we are currently promoting for **[time range or specific company attribute]**.

We are **[providing or offering]** **[special offer: free consultation, free trial, discount, bulk deal, etc.]** to help businesses like your own **[benefit of taking advantage of special offer]**.

Is this something you are interested in learning more about?

Scenario 1: **[Prospect expresses interest]**

Excellent. Why don't we do this? If I can get the best email address for you, I can send you all of the details of the special offer as well as the link to **[sign up, redeem, or schedule special offer]** to get the ball rolling.

Scenario 2: **[Prospect rejects/objects without reason]**

No worries at all. I'd love to get your email address and send you some additional information in case you change your mind.

Scenario 3: **[Prospect objects due to reason: budget, fear of change/commitment, unfamiliar brand, or is happy with current provider]**

I totally understand your concerns. What I can tell you is that:

[Budget] This **[special or promotional]** offer is a great **[low-cost or no-risk]** opportunity to see what we are all about and why our **[customers or clients]** are constantly satisfied with our offerings through the value they attain.

[Fear of change] This **[special or promotional]** is a great **[no-risk or zero commitment]** opportunity to see what we are all about and why our **[customers or clients]** are constantly satisfied with making that commitment to our **[solution, service, or product]**.

[Prefers familiar brand] This **[special or promotional]** is a great **[low-cost, no-risk, or zero commitment]** opportunity to learn about our brand and become familiar with what we stand for and the value we offer to our **[customers or clients]**.

[Happy with current provider] This **[special or promotional]** is a great **[no-risk or zero commitment]** opportunity to learn about our brand and see why our unique value proposition might be a better fit for your business compared to your current provider.

7. Final Follow-up Voicemail Sales Script (Hail Mary)

Hi **[lead name]**, this is **[your name]** from **[your organization name]**. I know **[it's been a while since we last talked or I've reached out quite a bit]** but I wanted to try one more time to connect with you before I close your file.

Based on **[our prior conversations or my research]** you **[were interested or would be a great fit]** **[in or for]** our **[product or service]** due to **[reason they would be interested or a good fit]**.

Please give me a call back at your convenience and let me know what we can do to **[start or restart]** the conversation.

If you've decided it's not a good fit right now, let's talk about it and decide when to revisit.

I look forward to hearing back from you soon.