

Business to Business (B2B) RANDOM SCRIPT SAMPLES

CUSTOMIZED
COLD CALLING SCRIPT

Created for any
INDUSTRY, PRODUCT
and/or SERVICE!

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\$97!

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MR. COLD CALL™

- Sales Openers
- Questions to Ask
- Handling Objections
- Leaving Voice Mails
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YOU GET 4 CUSTOMIZED SALES OPENERS!

All sales openers will be 100% targeted to your industry, product and/or service.

RANDOM SAMPLE:

(Insert the first name of prospect here)? **PAUSE.** This is (Insert your full name here) with (Insert your company name here) and I was visiting a client the other day and walked by your office, saw that you were busy and wanted to see if I may introduce myself? **PAUSE.** How interested would you be in a solution that can help to improve employee productivity and lead to more company success?

RANDOM SAMPLE:

(Insert your prospect's FIRST NAME), I think that you will find this of great interest! **PAUSE.**

(Your prospect may then say “Who is this?”)

This is (Insert your FULL NAME here) calling in regards to your membership with (Insert the name of the association here). I wanted to extend you an update. **PAUSE.**

(Your prospect may then say “What is this update?” or “What is this call regarding?”)

As a loyal member, there are a number of perks that you're entitled to that are included in your membership. One of these perks revolves around discounts associated with domestic and international shipping services. Are you doing more or less than (Insert the number here) packages each month?

(This is where you determine if this member is really worth your time and you may need to state the details of the offer – keep it simple and quick)

RANDOM SAMPLE:

(Insert the first name of your sales prospect here), this is (Insert your full name here) with (Insert the name of your company here) and we just wanted to congratulate you! **PAUSE.** We saw your name **STAND OUT** (or you could use the word “mentioned” instead of stand out) in the most recent edition of (Insert the name of the offline or online medium here).

(PAUSE to hear how they respond. If you conveyed a sense of confidence and enthusiasm over the telephone then 95% of the time you will have a positive and/or curious response from your prospect. For the small percentage of time in which this opener doesn't receive the desired response that you had expected (meaning they respond more negative manner) then immediately take control of the situation and state the exact reason for your telephone call.)

(Insert the name of your company here) is a full-service and premier provider of employee background screening tools (or you could say solutions) that are uniquely different from a majority of employment screening programs out there. PAUSE. We were wondering if you might be open to a visit to your office so that we can update you on new advances in the background screening industry. What are your immediate thoughts? PAUSE. We have found that these updates have strong affect on increased company profits, (Insert the first name of your sales prospect here), how does (Insert a day and time here) sound to visit your office? PAUSE.

RANDOM SAMPLE:

*(Insert the first name of your sales prospect here), this is (Insert your full name here) with (Insert the name of your company here) and we'd like to offer you a **FREE SECOND OPINION** on your investment strategy for retirement? PAUSE.*

You know it really never can hurt to see how well-diversified your overall retirement strategy is in regards to stocks, bonds and cash during downturns in the financial market. PAUSE. How does (Insert a day and time here) sound to visit your office to discuss your long-term retirement strategy a bit further? Does this time work for you, or does (Insert another day and time) work better for your schedule? PAUSE.

RANDOM SAMPLE:

*(Insert the first name of your sales prospect here), this is (Insert your full name here) from (Insert the name of your company here) and we see your advertisements **EVERYWHERE!** You guys are like branding machines! PAUSE.*

This will only work if you are energetic, confident and enthusiastic on the telephone. In addition, what business owner doesn't want to know that they're advertising is working?

Make sure that respond to your prospect with a nice big smile.

Our company specializes in getting local (Insert the type of business category here such as restaurants or spas) in front of (Insert a number here) households (or consumers) on a (Insert a time period here such as monthly) basis in a very unique and creative way. We saw your advertising (Insert the name of the medium here) and thought you might be open to hearing more about what we have to offer to broadcast your message (Insert an audience here and this could be a city, state or region)? PAUSE.

How does your schedule look during the week of (Insert a day, date and time here) to visit your office to discuss your how we can help to improve your marketing and advertising return on investment (ROI)? (Or if you're in a remote location, you can always set up a conference call) PAUSE.

YOU GET 10 CUSTOMIZED ENGAGING SALES QUESTIONS!

All sales questions will be 100% targeted to your industry, product and/or service.

RANDOM SAMPLE:

Tell me a bit more about how your SAP solutions integrate together as one system throughout each stage of your product lifecycle?

RANDOM SAMPLE:

When was the last time that you had a review of (Insert one or more benefits that your prospect's company offers here)?

RANDOM SAMPLE:

The handling of unemployment claims is a very time consuming process and as you know being an employer, each claim can involve various types of claim notices, rulings and appeals—what has been your experience on this subject?

RANDOM SAMPLE:

On a scale of 1 to 10, of course, 10 being the highest, how well does your field team and office staff track, manage and analyze project reports? Why did you give it a (Insert their number here)?

RANDOM SAMPLE:

What would you say is the biggest obstacle that you face right now for not having a software program that automates the entire construction process from beginning to end?

RANDOM SAMPLE:

I have a few samples that I found of what your local competitors are doing to promote their business, when was the last time you saw one of your competitor's ads and what were you initial thoughts?

RANDOM SAMPLE:

You had mentioned that you had switched to a new vendor in the last year, where did the first vendor miss the mark?

RANDOM SAMPLE:

What do you think has held you back from owning your own business? What would make you take the bull by its horns and be your own boss?

RANDOM SAMPLE:

How much do you know about algae growth that can occur in the bottles of water that sit around your office too long?

RANDOM SAMPLE:

Has there been a time when an IT related issue arose and it caused a delay in a department's daily activity? What happened? How did you fix the problem?

YOU GET 10 CUSTOMIZED SALES REBUTTALS!

All sales rebuttals will be 100% targeted to your industry, product and/or service.

RANDOM SAMPLE SALES OBJECTION

"Send me some information either email or postal"

RANDOM SAMPLE CLEVER & SAVVY SALES RESPONSE

"(First name of prospect), I really don't mind sending you some information, but what exactly did you want me to send?' It never hurts to compare apples to apples and if you could tell me a bit more about your current wellness program then I could spot a few major differences and then mail you information from *(Insert the name of your company here)* that clearly differentiates us from *(Insert the name of your vendor here)?*"

RANDOM SAMPLE SALES OBJECTION

"We don't run backgrounds at all." or "Our employees have been there for a long time."

RANDOM SAMPLE CLEVER & SAVVY SALES RESPONSE

We've encountered situations over the years where our background checks have found some very uncomfortable situations. And unfortunately, these situations have raised great concerns with their employer. And the worst part about the whole thing is employees were not completely honest on their employment application forms. How do you really know for sure these days?

RANDOM SAMPLE SALES OBJECTION

"I don't do business over the phone."

RANDOM SAMPLE CLEVER & SAVVY SALES RESPONSE

I understand where you're coming from, it may be better to visit in person. How does your schedule look this week or next to visit your office--we can review what you're doing now and offer some new insights into employee screening program (or residential screening program)?

RANDOM SAMPLE SALES OBJECTION

"This is way too risky."

RANDOM SAMPLE CLEVER & SAVVY SALES RESPONSE

When you say it's too risky, what exactly do you mean?

RANDOM SAMPLE SALES OBJECTION

"Call me back later!"

RANDOM SAMPLE CLEVER & SAVVY SALES RESPONSE

I can call you back, but can I at least tell you the reason for my call?

RANDOM SAMPLE SALES OBJECTION

"I need to think about it."

RANDOM SAMPLE CLEVER & SAVVY SALES RESPONSE

What are you really thinking right now?

RANDOM SAMPLE SALES OBJECTION

"I have to speak to my wife."

RANDOM SAMPLE CLEVER & SAVVY SALES RESPONSE

I completely respect that, let's say it was just you in the picture, would you do this? (if they still insist on bringing their wife or spouse into the picture then I would set up another call with both of them on the phone line)

RANDOM SAMPLE SALES OBJECTION

"I'm not ready to spend \$100 a month."

RANDOM SAMPLE CLEVER & SAVVY SALES RESPONSE

The \$100 a month would be used to grow your business, so if you are not spending \$100 with us then what would you now use that \$100 for to help grow your business?

RANDOM SAMPLE SALES OBJECTION

"I have no time to meet."

RANDOM SAMPLE CLEVER & SAVVY SALES RESPONSE

"(Insert the first name of your prospect here), it sounds like it's really not a good time to speak, I've actually heard this response from other business owners, who by the way are now clients of (Insert the name of your company here), and later find out that they have saved tens of thousands of dollars (or Insert another dollar number here) with us. These numbers do not even include the fact that they're protecting their business from any number of possible employee lawsuits with the use of our "Customized Employee Leasing Program for (Insert the name of their industry) Industry." What are your immediate thoughts now?

RANDOM SAMPLE SALES OBJECTION

"We can't afford you're your services!" or "You're way too expensive."

RANDOM SAMPLE CLEVER & SAVVY SALES RESPONSE

"Tell me how you got there? Why do you think that you can't afford us? What is a new customer worth to you?"

**YOU GET 4 CUSTOMIZED MESSAGES TO LEAVE FOR PROSPECTS TO INSURE A CALLBACK!
All voice mail messages will be 100% targeted to your industry, product and/or service.**

RANDOM SAMPLE VOICE MAIL MESSAGE

(Insert your prospect's name here), this is (Insert your name here) calling in regards to your membership to (Insert the name here). Can you please call me back at (Insert your phone number twice and say it slow). Thank you and again, my name is (Insert your name here).

RANDOM SAMPLE VOICE MAIL MESSAGE

(Insert your prospect's name here), this is (Insert your name here) with (Insert your company name here) and I see your advertisements all over the place. Advertising as you know can get very expensive and I was wondering if you have figured out what a customer is worth over a 12 month period to see which advertising makes the most sense? I can be reached at (Insert your phone number twice and say it slow). Thank you and again, my name is (Insert your name here).

RANDOM SAMPLE VOICE MAIL MESSAGE

(Insert your prospect's name here), I wanted to run a few business ideas by you. You may or may not have thought of this, I'm not really sure, but can you please call me back at (Insert your phone number twice and say it slow). This is (Insert your full name here) with (Insert your company's name here).

RANDOM SAMPLE VOICE MAIL MESSAGE

(Insert your prospect's name here), this is (Insert your name here) with (Insert your company name here) and we buy used, unwanted and obsolete IT Equipment. The reason for my call today is that I was wondering if you have anything for sale either now or in the near future? I can be reached at (Insert your number and say it twice slow). Thank you and look forward to your return call!

YOU GET 2 CUSTOMIZED CLOSING SALES QUESTIONS!

All closing sales questions will be 100% targeted to your industry, product and/or service.

RANDOM SAMPLE CLOSING QUESTIONS

*(Insert your prospect's name here), Based on our conversations and meetings, we've shown you how we can (Insert one or more compelling benefits here). I really think we both agree that it really does make sense to go with (Insert the name of your firm here). **PAUSE.** What day next week works well for us to visit your office to go over the necessary paperwork?*

RANDOM SAMPLE CLOSING QUESTIONS

*(Insert the First name of your prospect here), here's what I'm thinking and just let me know if this works for you, ok? **PAUSE.** During our conversation, you've agreed that (Insert one or two compelling benefits here). I think it really makes to set up a visit to your office, we will be in your area tomorrow afternoon (or insert another day, date and time here), how about we stop by your office at (Insert a time here) and we can discuss this a bit further? (Remember to ask for their email and send an email summary and meeting confirmation.)*