

Appointment Setting Script

Hi **[prospect name]**, this is **[your name]**, from **[your organization name]**. We haven't gotten 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 okay time to chat for a few minutes?

[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 allows you to **[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]** that may help you reach your goals?

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]

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

Addressing a Gatekeeper Script

Hi, this is **[your name]** 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 who 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 reach out to them directly if possible. Do you have their contact information on hand?

Scenario 1: [Gatekeeper gives contact information]

Awesome, this is great. Thank you for your help. I'll leave my information with you and reach out to **[contact name]**.

Scenario 2: [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]**?

Scenario 3: [Gatekeeper decides to forward you directly to the decision maker's phone]

Great, thank you so much.

Referencing Event, News, or Award Script

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

Option 1: I was impressed with some of the recent **[community service or client project]** your organization was involved in, which made me want to reach out directly.

Option 2: As you're probably aware, **[mention the recent news story of interest to the prospect]**, and because of this, I wanted to reach out directly.

Option 3: I was impressed with the recent **[award name]** award your organization received, which made me want to contact you directly.

We are a **[product/service]** business that focuses on **[market niche or specific solutions]**, something your business may definitely find value in.

I'd love to go into more detail with a 15-minute **[demo or presentation]** so you can learn more about the **[features or services]** we offer. Is this something you are interested in learning more about?

Scenario 1: [Prospect is interested]

Excellent. Can I send you an invite to my calendar portal so you can find a time that works for you?

Scenario 2: [Prospect is not interested]

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

Connecting Through a Referral

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

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

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

Option 3: [Gatekeeper] told me you are the best person to speak to about **[product/service you are offering]**.

Do you have a minute to chat?

Scenario 1: [Prospect agrees]

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 allows you to **[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 to learn more about what we offer?

Scenario 2: [Prospect states 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?

If the prospect says it's a good time to talk but rejects the product demo/presentation, alter your call to action to:

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

Promoting Special Offer Script

Hi **[prospect name]**, this is **[your name]** from **[your organization name]**. We haven't had a chance to meet, but I wanted to reach out and 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, and so on]** 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. If I can get the best email address for you, I will send 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]**

Ok, no worries. If I can get the best email address for you, I will send some info on the special offer as well as other marketing materials in case you change your mind.

Lead Qualification Script

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

I was hoping to make a brief introduction and learn a little more about your business. Do you have a minute to chat?

[Client agrees to chat]

Excellent. I know you are busy, so I will keep this brief. We are a **[product/service] business that focuses on [market niche or specific solutions]**, which allows our clients to **[benefit from using product/service]**.

Do mind sharing which **[product/service]** provider you are currently using?

[Prospect answers]

Great. And is there anything in particular you dislike or would like to improve about using **[prospect's current provider]**?

[Prospect answers]

Terrific. And how about some aspects you like most about using **[prospect's current provider]**?

[Prospect answers]

Excellent. So I think we could be a good fit based on some of the **[product/service]** attributes you want to prioritize. I'd love to continue this conversation with a 15-minute **[demo or presentation]** so I can show you how the **[product/service attributes]** can **[how attributes can help with what they like about their current provider]**, as well as how the **[product/service attributes]** can help you **[how attributes can help with what they dislike about current provider]**.

Can we get a meeting scheduled for next week?

Scenario 1: [Prospect agrees]

Sounds great. I'll send you an invite to my calendar portal so you can find a time that works for you.

Scenario 2: [Prospect is not interested]

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