***INSTRUCTIONS: Make a copy of this document and customize it wherever you see words or phrases in brackets. Do NOT request edit access.***

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**OUTBOUND SALES CALL SCRIPT TEMPLATES**

Use these templates to move leads through your sales process more efficiently.

# 1. Discovery Call Script Sample

*Hi, [lead name]! How are you doing today?*

***\*prospect responds\****

*That’s wonderful. Thank you for taking the time to speak with me right now. I’m looking forward to learning more about you and your business.*

*First of all, I noticed that [mention the fact about lead]. How is that working out for you?*

***\*insert the following questions in the conversation\****

*What do you consider to be the biggest challenges you are facing in your existing role?*

*Are you working on finding a solution that will help you address those challenges?*

*What solutions or methods are you currently using to help solve those problems?*

# 2. Gatekeeper Sales Script

## Gatekeeper Call Script

*Hi, my name is [your name], and I’m calling from [your organization name]. I was hoping you could help me.*

*I’m trying to connect with someone who manages your [department or job function that would likely be a purchaser of your product or 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 the decision-maker’s phone → Initiate other sales scripts)*

*(****Scenario 2:*** *Gatekeeper can’t forward you but provides the decision-maker’s contact information)*

*Awesome! 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]?*

## Gatekeeper Call Script (Straightforward)

*Hi! I’d like to speak with [name of the decision-maker]. Thanks!*

***\*Gatekeeper asks for your name\****

*It’s [your first name].*

***\*Gatekeeper asks for your company\****

*[State your company]. Thanks.*

***\*Gatekeeper asks for the reason for your call\****

*This is urgent. Thanks.*



# 3. Appointment-setting Sales Call 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 or service your prospect offers], and I wanted to quickly share ways we’ve helped businesses similar to yours. Is this an OK time to chat for a minute?*

***\*Client agrees to chat\****

*Excellent. So, we are a [product or service] business that specializes in [market niche or specific solutions], which is why I wanted to reach out to you directly. Our [product or service attribute] solution gives you the benefits of [the benefit of using product or 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’ll send you an invite to my calendar portal so you can pick a time that works for you.*

***(Scenario 2: Prospect rejects or objects without reason)***

*OK, no worries. I can email you some additional information for reference, so if you need 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 budget, fear of change or commitment, unfamiliar brand, happiness with their current provider, or another reason)***

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

***(Scenario 3.1: 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 experience, on average, [value stat about return on investment (ROI), increased productivity, decreased cost, increased sales, etc.].*

***(Scenario 3.2: Fear of change)***

*While making a large [systematic or operational] change may seem scary at times, sometimes it’s necessary to [put yourself in a better overall position or remain competitive in your market]. In fact, we’ve seen 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.*

***(Scenario 3.3: 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*

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*selling proposition].*

***(Scenario 3.4: Happy with a 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].*



# 4. Voicemail & Voicemail Follow-up Scripts

## Voicemail Sales 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 [the benefit of using product or 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’ll follow up later next week.*

*I look forward to hearing from you.*

## Voicemail Follow-up Sales Script

*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?*

***\*Client agrees to chat\****

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





# 5. 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 or quote, or 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 that 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 an application or 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.*



# 6. Referral Sales Script

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

***Option 1:*** *[Referrer] mentioned you were having trouble with [problem] and suggested I reach out to you.*

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

*Is this a good time to talk?*

***(Scenario 1: Prospect says it’s a good time)***

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

*Our [product or service attribute] solution gives you the benefits of [the benefit of using product or 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’s not a good time)***

*No worries. Can we arrange 10 minutes to talk next week?*



# 7. Promotional Sales Script

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

*I haven’t gotten the chance to reach out 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] a [special offer] to help businesses like yours benefit from [the benefit of taking the special offer].*

*Is this something you’re 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 and [redemption method] to get the ball rolling.*

***(Scenario 2: Prospect rejects or 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 budget, fear of change or commitment, unfamiliar brand, happiness with a current provider, or another reason)***

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

***(Scenario 3.1: Budget)***

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

***(Scenario 3.2: 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].*

***(Scenario 3.3: 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].*

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***(Scenario 3.4: Happy with a 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.*



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# 8. Warm Outbound Sales Call Scripts

## Warm Outbound Sales Call Script

*Hi, [prospect’s name]. I’m [your name] from [your company].*

*I reached out to you via [email or LinkedIn message] last week. I wonder if you’ve had a chance to read my message.*

***\*Respond accordingly to the prospect’s reply\****

*The reason why I contacted you and am calling now is I want to talk to you about [your company’s product or service] and its benefits.*

*Is now a good time to talk?*

***\*Prospect agrees\****

*That’s fantastic. In my previous message, I mentioned that our company specializes in [your product or service], which I believe could really help your business.*

*I’d love to share more of its features and benefits with you. Are you available on [recommended date and time] for a quick [demo or consultation] so that I can show you the [product or service] and see if it’s a good fit for you?*

## Warm Outbound Sales Call Script for B2B

*Hi [prospect’s name], this is [your name] from [your company].*

*I reached out to you via [email or LinkedIn message] last week regarding [specific topic or pain point]. I wanted to quickly follow up—did you have a chance to look it over?*

***\*Respond based on the prospect’s reply\****

***\*Prospect agrees\****

*That’s great! The reason I’m calling is to share how [your product or service] can help [address specific business challenges or needs].*

***\*Prospect disagrees\****

*No problem, I know things can get busy. I’ll give you a quick overview and then we can decide if it’s worth exploring further.*

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# 9. Cold Call Script Examples

## General Introduction Outbound Sales Call Script

*Hi [prospect’s name], this is [your name] from [your company]. We specialize in [your service or product].*

*I came across [specific info about the company] and thought our solution might help you save time and resources.*

*Do you have a few minutes to discuss how we can support your goals in [specific area]?*

## Cold Sales Call Script

*Hi, [prospect’s name]. This is [your name] from [your company]. How are you today?*

***\*Wait for a response and build rapport\****

*I’m calling because we work with businesses like yours, helping them with [briefly mention a key benefit related to your product or service]. I was hoping to take a minute of your time to explain how we might be able to help [specific problem or goal they may have].*

***\*If the prospect agrees\****

*Awesome, thank you for your time. Just to quickly give you some context, we specialize in [describe your product or service] and have worked with companies like [mention similar clients or industries].*

*I’d love to learn more about your current [business process or challenge] and see if we might be able to help. Could you share a little bit about how you're currently handling [related challenge or goal]?*

***\*Pause and listen to the prospect’s response to understand their needs\****

*Based on what you’ve shared, I think there’s definitely an opportunity to help. Would it be alright if we set up a brief [demo or consultation] to go over how we can specifically assist you with [prospect’s goal or problem]?*

*I’m available [suggest date and time]—would that work for you?*

*Thank you for taking the time to speak with me today, [prospect’s name]. I’ll send over an invitation for our meeting and look forward to discussing how we can help you with [prospect’s goal or challenge]!*

***\*If the prospects disagrees\****

*No worries, I completely understand. I’ll keep it brief. I know your time is valuable, but if it’s OK*

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*with you, I’d like to schedule a follow-up call or send some more information that might be helpful for you down the line. Does that sound good?*

***\*If yes, schedule follow-up or send information\****

*Great! What’s the best time for a follow-up call, or would you prefer me to send over some details via email?*

***\*If no, thank them and exit gracefully\****

*I appreciate you taking the time to speak with me today, [prospect’s name]. If you ever need anything in the future, don’t hesitate to reach out. Have a great day!*



# 10. 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, but I wanted to try to connect with you one more time.*

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

*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 it.*

*I look forward to hearing from you!*