

5 Call Scripts That Will Have You Sounding Like Jordan “fucking” Belfort



I've used these cold calling scripts across our portfolio of clients and the results remain the same, they crush.

Now the secret is all about your tonality, pace and breath.

Keep it calm and curious. If you sound nervous or trying to close them on the call, it's going to trigger sales resistance and you're gonna be closed out.

Instead, run the script, then launch into discovery with the questions at the bottom of the script.

Don't thank me, thank yourself for taking the time to be a better salesperson.

Happy Hunting,
Troy

How to Get Passed a Gate Keeper:

"Hey {first_name}?"

No, this is his assistant, how can I help?

"This is NAME, is {first_name} still in the office today?"

He is but he's not available right now, can I take a message.

"Yea that might work but, really quickly, I'm following up on an email exchange we're having right now, figured it'd save us both some time. Totally opposed to sending me through?" (upward inflection)

Cold calling and getting hung up on?

Use these scripts to break through and get to the right person every time

Script 1: Lost Grandpa

"Hey {first_name}?"

"Yes"

"Hey {first_name} this is {your_name} from {your_company}, I was wondering if you could help me out for a quick moment?" *confused grandpa tone*

"Uhh sure what's up" or "who'd you say you're with?"

"Well I'm not quite sure if you're the right person I should be speaking to about this but, I wanted to see if you all would be opposed to looking at **any possible hidden gaps** in your {service you provide} that you are using that are causing {pain point 1 and 2}...Should I be talking with you or somebody else with about that?"

9 times out of 10 this will get you the right person with limited friction

Quick note, we want to pay attention to:

1. Tonality
2. Pace

If you come off trying to speak really fast or with an upwards inflection it's going to trigger sales resistance.

Instead, keep a calm breath and be naturally curious.

If you keep getting hung up on by the DM try this script instead

Script 2: Pattern Interrupt

"Hey {first_name}?"

"Yes"

"Hey this is NAME from COMPANY, we haven't spoken before. Do you have 28 seconds to let you know why I called or would you like to hang up?"

"Sure go head"

"Thanks. So I mostly work with high-performing Digital media teams. Typically when I speak with them things are going relatively well but they're still dealing with {pain point 1} and {pain point 2}, curious are you all encountering similar issues?"

"Yes, yada yada..."

Launch into discovery:

"Oh that's interesting, what have you done about that?"

"Did that work?"

"Would you be open to exploring potential solutions or have you given up on the problem?"

Quick note, we want to pay attention to:

Once you get engagement and feedback, do a light discovery, discuss your solution at a high level and push for a call.

The goal is not to sell them on the cold call but to sell them on a further conversation to explore your solution.

Script 3: Lost Friend

"{first_name}?!" (excited friendly tone)

"Yes, who is this?"

"Hey this is NAME from COMPANY, I'll be candid, this is a cold call, do you have 28 seconds to let you know why I called or would you like to hang up?"

"Sure go head"

"Thanks. So I mostly work with high-performing Digital media teams. Typically when I speak with them things are going relatively well but they're still dealing with {pain point 1} and {pain point 2}, curious are you all encountering similar issues?"

"Yes, yada yada..."

Launch into discovery:

"Oh that's interesting, what have you done about that?"

"Did that work?"

"Would you be open to exploring potential solutions or have you given up on the problem?"

Script 4: Congratulations!

"{first_name}?!" (excited friendly tone)

Yes?

"{first_name}, congratulations it's NAME from X, how's it going?"

Uhh good, what's this about?

"It's NAME, Congrats you're the lucky winner of a cold call! Haha got 22 seconds to let you know why I called?"

Haha go for it

“So I mostly work with high-performing Digital media teams. Typically when I speak with them things are going relatively well but they’re still dealing with {pain point 1} and {pain point 2}, curious are you all encountering similar issues”

Script 5: Warm Calling

“{first_name}?!” (excited friendly tone)

Yes?

“{first_name}, it’s NAME from X, how’s it going?”

Uhh good, who’d you say this is again?

“It’s NAME! I gotta run here in a second so I’ll be quick - we had previously gone back and forth via email about X, sounded like there was some interest in chatting but it slipped through the cracks...are you available to chat X or Y time next week?”

Uhh sure, what’s this about again

“No worries, I know I caught you out of the blue, you and I had gone back and forth via email about X and Y, sounded like you were interested in chatting so I figured I’d save us both some time and call real quick...anyways, how’s your week look next week?”