

Your Cloud Call Script (part 1)

[THEIR FIRST NAME]? Hi [THEIR FIRST NAME]. [YOUR NAME] calling. Did I catch you at a bad time?

I am a / My company is a _____
[your profession or type of company]

that works with _____
[type of clients you have]

to _____
[very briefly describe what you do].

My clients come to me when they:

_____ [challenge # 1]

_____ [challenge # 2]

_____ [challenge # 3]

Do any of these issues strike a chord with you?

Tell me more.

Can you give me an example?

What have you done to fix this?

What does this challenge cost you?

_____, can I make a recommendation? (pause)

Why don't we set up an appointment to discuss this further. It will take _____ (over-estimate the amount of time). Does that make sense to you?

(book a time and place)

Is there anyone else who will be involved in this decision that we should include in the meeting?

Your Cloud Call Script (part 2)

Contingencies to use when the prospect doesn't cooperate:

If they say it's a bad time:

- Fair enough. Would it be okay if I took 30 seconds to tell you why I called? If, after that, it doesn't make sense, you can hang up. Fair?

If they say they don't have those challenges after "strike a chord":

- Oh, okay, well that sounds fair. Before I hang up, do you mind if I ask one last question? (pause, and let them say yes) If there was just one thing that could be better with your [YOUR INDUSTRY CATEGORY], what would it be? (Hang in there!)

Notes: _____

