



*Providing experienced Interim Management, Fractional/Part Time Management, Project Management and Advisory Services
WHEN you need them – WHERE you need them!*

Skills of our Sales Team

Attitude of our Organization

Leveraging our Strengths

Efficiency/Effectiveness in Selling

Strategy of our Business Model

Cold Call Script BASICS: (adapted from Sales Force.com)

This script was created by a cost-reduction company for use with C-level executives and can easily be adapted to virtually any product or service.

By the way, the most important part of this post is the final word of warning--so be sure to read all the way to the bottom.

Here's the script, with explanations of each element:

Hi, John. Jim here from Acme Cost Control.

Identify yourself immediately, or the contact will hang up on you.

Did I catch you at an OK time?

This question demonstrates respect for the person's time and an understanding that your phone call is not the only thing on his or her plate for the day. You may feel that asking this question sets you up to hear a no, but don't worry: Whether someone says yes or no or "No, but go ahead," the next statement makes the response entirely moot.

John, I'm sure you're busy and I want to respect your time, so I'll be brief.

This statement still allows you to continue regardless of how the person initially responded to you, rather than scheduling another time to call. This is a good thing, because you've finally got a prospect on the phone, so the last thing you want to do is hang up and attempt to catch him or her again.

The reason for my call is this. We just saved Universal Transport an additional \$12 million in shipping costs, so I thought it was important enough to let you know, since every company has an obligation to their customers and shareholders to reduce expenses.

The purpose of these sentences is to create a compelling reason for the person on the other end to continue the conversation. Note that you've said nothing about how the benefit was achieved. At this point, the customer doesn't care about your specific product; the customer only wants to know what to expect if the conversation continues.

Now, you may be wondering if we can do this for you, too. Well, depending on what you're currently doing, I don't know if you have a need for our services.

This eliminates a potentially adversarial posture, lowers the person's resistance, and brings down his or her guard. It lets customers know you're not trying to force down their throat something they may not need or may not be ready for.

But with your permission, let's talk for a few minutes to determine if there is anything we're doing that you could benefit from.

This statement opens up a dialogue so you can get permission from the prospect to have a preliminary conversation.

Would you be comfortable spending just a few minutes with me on the phone now, if I stick to this timetable?

This establishes a timeline, letting the prospect know that you're taking accountability for the length of the call, that you respect the person's time and won't keep him or her on the phone. Once you have gotten permission to continue, you now have a prospective customer engaged in a conversation with you--and you can then determine whether there's a good fit.

Remember: Have a Conversation

One final, important note: Do not read the script, under any circumstances. Instead, practice the script as written, and then practice it from memory--so that the words emerge naturally, as if you just thought of them, the moment you began speaking.

This is what great stage actors do. They rehearse until the words are "part of them"--then, when they speak lines they've spoken on stage 100 or even 1,000 times before, each performance seems fresh and exciting.

Also, when you ask a question as part of the conversation, stop and actually listen to the customer. Don't plow through like a carnival pitchman.

This is about having a conversation, not about getting the words out of your mouth.



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