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# TOP 5 COLD CALLING SCRIPTS THAT CONQUER PHONE MONSTERS

A Guide by CustomerClicks Company

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# If you secure the belief

that what you're selling will solve their issues or problems then they will naturally listen to you and likely move to the next stage of your sales process in excitement.





# 1. HOW TO USE THIS

**There's a few ways you can share the info in this view-only file with your team.**

**Save a separate copy.**

Go to File > Make a Copy > Rename > Share the new version with your team.

**Download this deck and share as a PPT file.**

Go to File > Download > Microsoft Powerpoint.

**Copy & paste the individual templates.**

The template slides are easy to simply copy and paste the text. You can go to the templates slide, highlight the text, and copy into any email provider.

# INTRODUCTION

**According to studies by The Bridge Group, the average sales person makes approximately 50 cold calls per day. But what percent of them are actually having meaningful conversations that lead to crushing quota?**

Cold calling in any environment can be very difficult. Therefore, the need to bring meaning to the masses has never been greater, especially in a world dealing with higher unemployment rates and tighter times since the Great Recession. Even still, sales people struggle to break through the noise. And there's a reason for that:



## Fact

The majority of today's cold calling would not pass a simple BS test.

# WHY DO SALESPEOPLE **FAIL** WITH CALLS?

- They have a bad sales call script
- They are “Winging it”
- They weren’t taught correctly
- They have no confidence
- They have no passion
- They have no change in tonality
- They have no social proof
- They didn’t pick a niche to prospect so when they make calls they slice through the noise
- They are not prepared to overcome sales objections
- They are not prepared to address sales questions
- They have no direct dials or an easy way to connect with prospects



## Tip

If you fail to plan then you plan to fail.

If you don't have the first step and the next step planned out you won't hit the next step.

# THE CC COLD CALLING FORMULA

Creating the perfect cold call script comes down to one simple formula we developed which we call “The perfect cold calling framework.”

This is called **RCVSIC**:

Research, Compliment, Value Prop, Social proof, Introduction, and Call-to-action.

**Leverage this same framework when making sales calls and you will quickly increase your conversions from sales calls to booked appointments.**

They have no direct dials or an easy way to connect with prospects

# 1. RESEARCH

Research the contact and company before you call your prospect.

Failing to do this makes you look and sound like you are back in 1980 with the Yellow Book. It is not 1980. You can research the contact and company using Seamless.AI, LinkedIn, Google, etc. before ever making a call. Go online, to any platform and type in the company or the contact. You will find thousands of data points to make your call more contextual and relevant backed by quick 30 second search.

The beauty of selling today is that we are in a digital sharing economy. Everyone is online, everyone is sharing everything, and they are being super loud about what they are sharing.

**It is easy to find the information you need to make a sales call, contextually relevant.**

## 2. COMPLIMENT

Compliment the contact or company within the first sentence.

When you do your research, it pays. It also pays to use a compliment tied into your research.

Think about it. 99% of the sales calls and emails you receive are generic buzzword babble bullshit with virtually no personalization.

It is easy to conduct 30 seconds of research and identify the amazing things these companies and contacts are doing in their field.

These people are changing the world of sales, marketing, IT, HR, communications, decision-making, business development, and people forever. Every company and contact in the world has something special about them.

Figure out what that is and let them know you noticed.



### 3. ELEVATOR PITCH & VALUE PROP

Deliver a transformational value proposition statement. The structure looks like this,

1. "We help X do Y without W or Z".
2. X = Persona
3. Y = Desired Result
4. W = Pain 1
5. Z = Pain 2

Pick one persona. Pick one title. Don't pick twelve titles, pick one. "We help X do Y." You have to answer the question, what is the one biggest desired result that your Y (your prospect) is dying for?

What is that biggest desired result (Y), that you, (X) can deliver to your prospect?

Write so your prospect understands you help one title do one result, without the pain of W or Z

# When you say,

"Hi, John.

I love the work that you're doing over at Localio. Congratulations on being acquired by Branded Equity.

I heard that you guys are focused on massive growth because I saw that Branded Equity and your management team are hiring 200 new salespeople. HUGE Congratulations."

Next, deliver a compelling, transformational value proposition statement:

"I'm reaching out because we help VPs of digital marketing like you acquire new B2B customers without increasing the cost per acquisition or wasting millions of dollars of wasted paid media ad spend."

"We help X do Y without W or Z." It's critical to nail that.

## 4. SOCIAL PROOF

People buy products that generate the results and transformations they are looking for.

The best way to showcase that your product delivers the results that your dream customer is looking for is to showcase social proof.

We helped (X) go from (Y) to (Z) in (M) timeframe.

EX: We helped Agile CRM go from 85 appointments to over 744 appointments in just 22 days.

We've helped {{Similar Logo 1}}, {{Similar Logo 2}}, {{Similar Logo 3}} do {{biggest desire}} and I believe we can do the same for you.

EX: We've helped Alienware, Dell and Acer fill their calendar with back-to-back appointments in 50% of the time it used to take. I think we can do the same for you.

## 5. CALL-TO-ACTION

Your ability to close as many sales as possible is determined by your call to action.

Do not ask your prospect to take more than one call-to-action. When you try to chase two rabbits at once you catch none.

A call-to-action can be:

- Free Trial
- Get a demo
- Download a free whitepaper
- Case Study
- A discovery or strategy call
- Buy your product, ETC. Do not pitch more than one call-to-action on the call.

# The Top 5 Scripts We Go To War With...

# Cold Calling Script: THE TOUCH DOWN

- ❖ **Positive Opener:** Hi {{first\_name}}, Happy {{day\_of\_the\_week}}!
- ❖ **Compliment:** I love everything you are doing with {{product}}. I've been following you and the company on {{insert their favorite social media platform}} for quite some time now! Big fan.
- ❖ **Ask For Permission:** Can I get 25 seconds real quick to share why i'm calling?
- ❖ **Biggest Persona Pain:** Great. Well when I am talking to {{Personal}} in the {{industry}} industry, they are always struggling with {{biggest pain 1}} and {{biggest pain 2}}
- ❖ **Biggest Persona Desire:** This is holding people like you back from {{biggest desire 1}}
- ❖ **Elevator Pitch:** We've developed a platform that helps {{personal}} in the {{industry}} industry get {{Biggest desire}} without {{biggest Pain 1}} in {{timeframe}}
- ❖ **CTA:** And the best part is, I just want to show you the power of this and how it can help. Now I know I called you out of the blue...would it be worth taking a few minutes to check this out?

# Cold Calling Script: QUICK QUESTION

{{first\_name}}! Hey! it's {{your\_name}} calling to help you {{biggest desire}}.

Yes this is a dreaded cold call so I promise to make it quick with a quick question.

What are you doing today to get more {{biggest desire 1}} and {{biggest desire 2}} with {{ideal\_personal}}.

And the reason I ask is this.....

{{Relevant Logo 1}} is using {{your\_company}} to {{biggest desire}} with {{ideal\_personal}} and seeing a big lift in results.

Now I know you are probably thinking one of three things right now since i called you out of blue:

Let's talk about this right now. Which is awesome.

No time or no interest. Which I totally respect and get.

Or 3. You are interested but want to pencil in a few minutes later on because now is not a good time. 1,2 or 3. Which is it?

# Cold Calling Script: MUTUAL CONNECTION

Hi {{first\_name}} - This is {{your\_name}} with {{company}}. I'm so glad I caught you real quick, big fan, following for some time on {{their popular social media}}.

I was speaking with {{mutual connection}} and they recommended we connect as we both do a lot of work in the {{industry}} space.

I help {{personal}} do {{biggest desire}} without {{biggest pain}}.

{{Mutual connection}} mentioned this may be helpful for you.

Now I know I called you out of the blue.....

So is there a better time to reconnect for a few minutes and dive into how I can help you out here?



# Cold Calling Script: PAINS & DESIRES

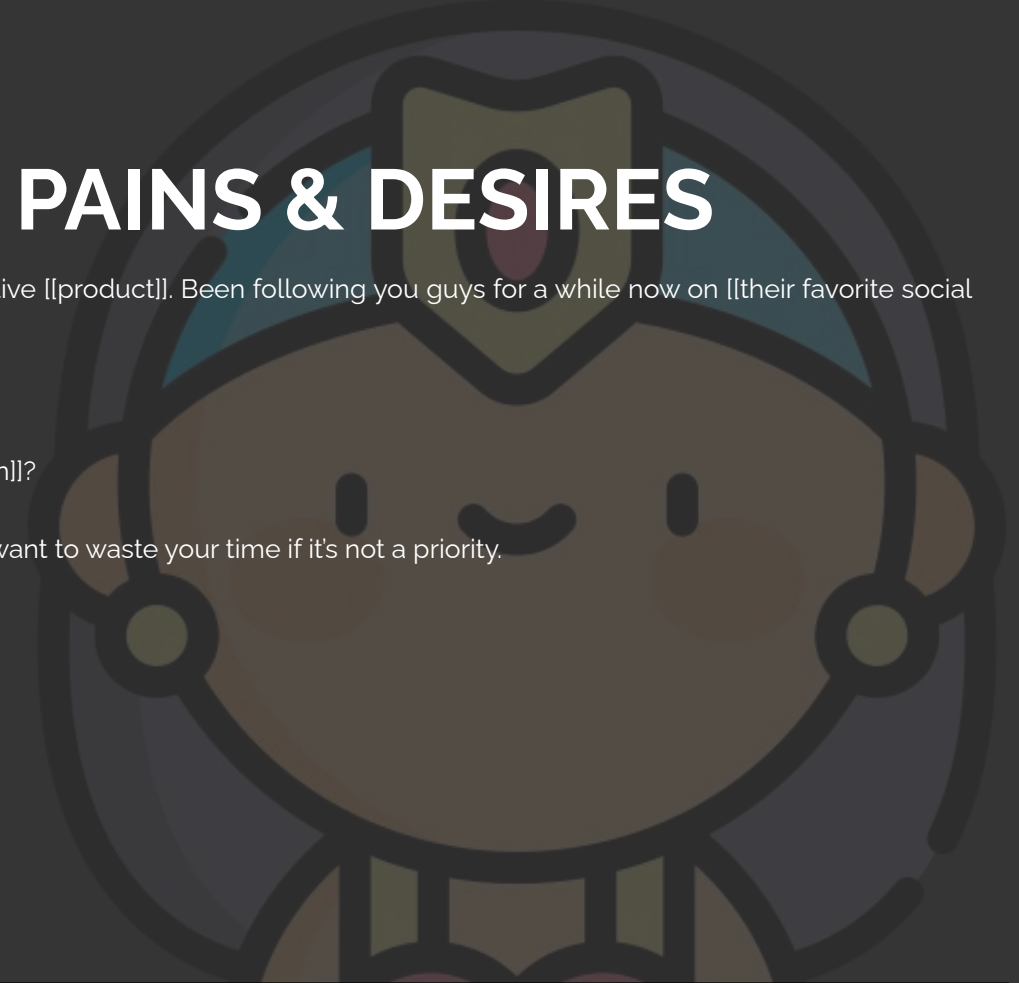
Hi [[first\_name]] - Big fan of [[company]] and your innovative [[product]]. Been following you guys for a while now on [[their favorite social media platform]].

I know I called you out of the blue so i'll make this quick.

Are you looking to [[biggest desire]] without [[biggest pain]]?

I've got a great strategy for you and the team but I don't want to waste your time if it's not a priority.

Can I get 20 more seconds to tell you what it is?



# Cold Calling Script **Bonus:** THE RETURN

Hi [[first\_name]] - Quick question. Are you struggling with [[biggest\_pain]]?

What if we could [[biggest\_desire?]] for less time and money than you are investing now?

Great, well that's why I am calling....

It's [[your\_name]] with [[company]]

Share elevator pitch....



# Good job!

We hope you'll use these calling scripts to go out and conquer those phone monsters!

For more support come over to our Facebook community [Fb.com/Clicks Masterminds](https://www.facebook.com/ClicksMasterminds)

## **Remember:**

Everything you say, produce, or write needs to insure to your customer that they are on their way to their goals.



# Build Your Own Breathtaking Website

