



Outbound Sales Call Script [Template]

A Sales call script is a valuable tool that helps sales reps navigate conversations with prospective clients.

It allows salespeople to have a productive conversation with leads and assists them in situations where they cannot answer customer queries.

Creating an effective call script involves understanding your company's product and services and knowing how to engage a prospect, uncover their pain points, and effectively close deals.

If you are having trouble getting started with your sales script, here are a few templates that you might find helpful. Use these templates as a foundation for writing unique sales scripts that cater to your company's values and deliverables.



Standard Outreach Call

Standard outreach call is a way to connect with your prospect one on one. It helps you to guide them towards the next step in their buying journey.

As an initial qualification measure, make sure you have done enough research about the prospect. By doing this, you ensure that you have a contextual, warm, and meaningful conversation with your prospective client.

For the research, part makes sure you explore the company website and social accounts while having a clear idea about the prospects' job title and current role expectations.

Hello [PROSPECT NAME], it is [YOUR NAME] from [YOUR COMPANY NAME]

I have been following [PROSPECT'S COMPANY NAME] for a while, and I would love to learn more about [COMMON BUYER PERSONA CHALLENGES].

At [YOUR COMPANY NAME], we help businesses like yours with [VALUE PROPOSITION 1, VALUE PROPOSITION 2, VALUE PROPOSITION 3].

Do you think this can help with your [COMMON BUYER PERSONA CHALLENGES]?

Answer Type 1: Agreement (something like Yes, tell me more)

Sounds Great! [This is where you should take them to the next step of your sales process. You can do this by either asking them to attend a demo or connecting them with an Account Executive to continue the conversation.]

Answer Type 2: Objection

Oh, no worries, I completely understand. Will it be okay if I send you a follow-up email that you can review at your convenience?

Answer Type 1: Yes, sure.

Sounds great. I will follow up with you tomorrow. [Now, you should send the prospect an email and set a reminder to follow up. Also, make sure you send them resources that clearly explain your company's deliverables and what it does.]

Answer Type 2: No

Okay, no worries, thank you for your time. Just one last thing, do you have a point of contact that might benefit from our deliverables?



Gatekeeper

A Gatekeeper is someone responsible for screening and directing calls for a business. Their job titles can be along the lines of Receptionists, Office Managers, and Administrative Assistant.

Gatekeepers are generally trained in deflecting calls. So, whenever you come across one, be sure to send your message without hesitation (the exact reason you are calling). While doing so, remain professional and polite.

Hello, I'm calling for [PROSPECT'S NAME]. This is [YOUR NAME] from [YOUR COMPANY'S NAME].

Answer Type 1: Your call directly gets connected to the prospect

[Follow the Standard Outreach Script]

Answer Type 2: The gatekeeper asks about the purpose of this call.

I am calling to follow up on an email I sent [PROSPECT NAME] regarding [PRODUCT/SERVICE VALUE PROPOSITION]

If the gatekeeper transfers the call, do as advised above. Otherwise, ask if you can leave a voicemail instead.

Discovery Sales Call



A discovery sales call aims to learn more about the prospect and their company to make an informed decision on whether the prospect qualifies as a potential customer or not.

On these calls, you have one chance to make a great first impression and set the tone for the entire sales process. And sometimes, it can be the difference between an open and a closed deal.

So make sure your approach is conversational and steer away from simple yes or no questions as much as possible. Ideally, the goal here is to make the prospects comfortable and tell them more about your business.

Hello [PROSPECT NAME], this is [YOUR NAME] with [YOUR COMPANY NAME].

I've been researching [PROSPECT'S COMPANY NAME], and I wish to ask you a few questions about [COMMON BUYING PERSONA CHALLENGES].

Example Discovery Questions:

Tell me more about your company goals (financial, customer-related, operational)

- When do you need to achieve these goals?
- What roadblocks are stopping you from achieving the said goals?
- Are you having problems in [COMMON BUYER PERSONA CHALLENGE]? If yes, what are they exactly?
- What is the source of that problem?
- What would the potential solution be? And why?

Answer Type 1: You get the required information from your prospect

Thanks so much for your time and for answering these questions. I'd love to continue the conversation because I think [YOUR COMPANY NAME] would be able to help you with the [BUYER PERSONA CHALLENGES].

[This is where you're going to ask them to attend a demo or continue the conversation with an Account Executive or take whatever next steps that are a part of your sales process.]

Answer Type 2: Objection

I understand. Is it okay if I send you a follow-up email that you can review at your convenience? Then I can follow up with you tomorrow. [If yes, send the email and set a reminder to follow up. If not, thank them for their time and ask if there's another point of contact they can connect you with.]



Case 3: Hang up

[Follow up with an email. This may be a better way to connect. Make sure to include resources that clearly explain what your company does and ask to continue the conversation].



Recommended By a Mutual Colleague

Recommendations are a great way to make a sales call feel a little warmer. Make sure to mention the connection in your introduction to establish rapport with the prospect.

Also, always follow up with a thank you and maintain a relationship with your recommenders because they may have more prospects for you in the future.

Hi [PROSPECT'S NAME]!

[MUTUAL COLLEAGUE'S NAME] recommended connecting with you. I have learned about [PROSPECT'S COMPANY NAME], and I'd like to talk about [PRODUCT/SERVICE VALUE PROPOSITION]. Do you have a few minutes right now?

Answer Type 1: Acceptance (Yes, tell me more)

[Follow Standard Outreach Call Script]

Answer Type 2: Objection

I understand. Is it okay if I send you a follow-up email to review at your convenience? Then I can follow up with you tomorrow. [If yes, send the email and set a reminder to follow up. If not, thank them for their time and ask if there's another point of contact they can connect you with.]

Option 3: Hang up

[Follow up with an email. This may be a better way to connect. Make sure to include resources that clearly explain what your company does and ask to continue the conversation].



Asking For a Connection

There are times when getting on the phone with a prospect and introducing yourself seems impossible.

In times like these, you might have to reach out to another contact in their organization.

Hi [REFFERES'S NAME], this is [YOUR NAME] from [YOUR COMPANY NAME].

I have been trying to reach out to [PROSPECT'S NAME], but I haven't had a chance to connect with them yet. Do you think you can introduce me via email?

This is regarding [BUYER PERSONA CHALLENGES]. Our [YOUR COMPANY NAME] has been successful in solving such [BUYER PERSONA PROBLEMS] with [VALUE PROPOSITION 1, VALUE PROPOSITION 2, AND VALUE PROPOSITION 3].

Answer Type 1: Acceptance (Something like Sure, I will connect you.)

Perfect! Thank you [REFFERES'S NAME]. I will send you more details to share with [PROSPECT'S NAME] ahead of the intro. So I'll be looking for that email. Have a great day!

Answer Type 2: No.

I understand. Is it okay if I send you a follow-up email to review at your convenience? Then I can follow up with you tomorrow. [If yes, send the email and set a reminder to follow up. If not, thank them for their time and ask if there's another point of contact they can connect you with.]



Following Up

Following up on your sales prospects is one of the most crucial steps in converting a deal.

If your sales representative has tried reaching the prospects through email or connecting through social media handles, let them know that you're following up on previous outreach.

There's a good chance that the prospect may have noticed your previous outreach attempts already.

Hi [PROSPECT'S NAME], this is [YOUR NAME] from [YOUR COMPANY NAME].

I hope you got a chance to take a look at the email I sent?

Answer Type 1: Yes, I'd like to learn more.

Answer Type 2: Yes, but I'm not interested.

Sure. Thanks for letting me know. I appreciate that. If it's okay with you, I am just curious to know why you aren't interested? [Try to use their answer to overcome this objection. If they don't give you an answer, ask if it's okay to send another email with additional information to review.]



Special Promotion

Promotional offers help you to advertise your product when you're reaching out for the first time. Let the prospect know of a free trial (If your company is offering) or a significant discount.

80% of prospects convert into buyers when they find a deal on purchases. The right kind of promotion can turn a prospect into a customer.

Hi [PROSPECT'S NAME], this is [YOUR NAME] from [YOUR COMPANY NAME].

We at [YOUR COMPANY NAME] offer [VALUE PROPOSITION 1, VALUE PROPOSITION 2, and VALUE PROPOSITION 3] and would love to discuss that with you.

Currently, we're offering [PROMOTIONAL OFFER]. I could help you take advantage of this limited-time offer. [Ask them to attend a demo or take whatever next steps are part of your sales process.]

Answer Type 1: Yes, tell me more.

Great! [This is where you're going to ask them to attend a demo or continue the conversation with an Account Executive or take whatever next steps are part of your sales process.]

Answer Type 2: Objection

I completely understand. Is it okay if I send you more details about our product to review at your convenience? Then, I can follow up with you. [If yes, send the email and set a reminder to follow up. If no, thank them for their time and ask if there's someone else they can connect you with.]

Case: Hang up

[Follow up with an email. Include resources that clearly explain what your company does, give details about your products, and request to continue the conversation].



Spoke With an Ex-employee Earlier at the Prospect's Organization

Sometimes the point of contact you were previously connected with may no longer be with the same organization. So, take this opportunity to connect with another team member.

However, make sure to convey that you were in touch with someone else. You can also share any notes from the previous conversation and check with the current person in charge for any significant changes. Remember, the motive is to keep the prospect interested.

Hi [PROSPECT'S NAME], this is [YOUR NAME] from [YOUR COMPANY NAME]. I had a discussion with [PREVIOUS PROSPECT'S NAME] before and wanted to continue this conversation with you regarding our product.

[If there are any notes from the previous prospect, make sure to use this in the conversation and ask discovery questions to confirm the notes are still relevant.]



Establishing a 1:1 connection

Do your homework and get a thorough look at what your prospects are up to and what they share and post on their social media. Then, find a way to connect with your prospects on your calls and make them feel more comfortable about speaking with you.

Hi [PROSPECT'S NAME], this is [YOUR NAME] from [YOUR COMPANY NAME]. We recently connected on LinkedIn, and I really liked your post about [Mention what the post was about].

This is exactly why I wanted to reach out to learn more about [PROSPECT'S COMPANY NAME].



Congratulating Your Prospect on Any Recent Achievement

Any win is an opportunity to get in touch with the prospect's company directly. Follow your prospect's company on platforms like LinkedIn, Twitter and stay informed on major announcements.

Hi [PROSPECT'S NAME], this is [YOUR NAME] from [YOUR COMPANY NAME]. I just heard the great news about [PROSPECT'S COMPANY NAME]!

This is a great time to start evaluating new solutions and partnerships, and I think [YOUR COMPANY NAME] would be a great fit to help with At [YOUR COMPANY NAME]. We would love to work with people like you to assist with [VALUE PROPOSITION 1, VALUE PROPOSITION 2, and VALUE PROPOSITION 3].

Have a great day, and talk to you soon. Bye!