

**Script for First Call**

Tailor depending on your offer, how they know you and what you want them to do as a result of the call

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**IF HAVE BEEN INTRODUCED, MET THEM AT AN EVENT OR CONNECTED THROUGH LINKEDIN OR SOCIAL MEDIA AND ARE A POTENTIAL CLIENT**

John Smith please...(when responds) [Am I talking to John Smith please]

Thank You...

It's (your name) from the (name of your business).

How are you today? (*smile, you sound more positive*)

(*When they ask you how you're feeling in response, say...*) Fantastic, thank you for asking.

John,

1. We've been introduced by \_\_\_\_\_
2. I was talking to \_\_\_\_\_ the other day and they recommended I give you a call.
3. We've been chatting on LinkedIn and instead of messaging back and forth for the next couple of weeks, I thought I'd get a bit old school and pick up the phone and call you.

[OTHER OPTION: You have enquired in the past [insert time frame] about some [work / support / equipment]]

Do you have a couple of minutes now or should we arrange a better time?

The reason for the call today (their name),

1. As you may be aware is [Your Business Name] have recently [insert new thing / reason for call] and I was wanting to arrange a 8-minute call with you to [insert reason]
2. Is I was wanting to touch base with you around [insert topic].
3. During our conversation on linkedIn you [asked / said] about [insert industry / service / purchase] - is this something you are looking in to?
4. Did you end up getting the [work / support / equipment] sorted? Ask questions

**At this point there are two options:**

**OPTION 1:** If they have expressed enough interest to want a quote (mostly for trade businesses)

[Their name], it sounds like there are a few things that I can help you with, would you like me to come around and do an inspection and recommend what we could do to help you?

OR

[Their name], it sounds like there are a few things that I can help you with, would you like me to give you some indicative information and prices over the phone?

Arrange a time

**OPTION 2:** If you have found out information to know that they are a potential client:

Fantastic [Their name], thanks for sharing that information. I'm pretty confident there is some opportunity here that I can help you with would you like to:

- A.** Arrange a time to explore this in more detail - when would you like to do this?
- B.** Arrange a time where I can walk you through what I think you need and how I can help you?

**OPTION 3:** If ask a few questions or they start explaining who they are - retake control of the conversation through:

[Their name], my apologies I know I called out of the blue and I want to respect your time, I'd love to understand your situation more, could we arrange a 10 to 15 minute call to continue the conversation sometime?. Would you like to pencil a time in?

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**IF HAVE BEEN INTRODUCED OR CONNECTED THROUGH LINKEDIN OR SOCIAL MEDIA AND ARE A POTENTIAL COLLABORATOR**

John Smith please...(when responds) [Am I talking to John Smith please]

Thank You...

It's (your name) from the (name of your business).

How are you today? (smile, you sound more positive)

(When they ask you how you're feeling in response, say...) Fantastic, thank you for asking.

John,

1. We've been introduced by \_\_\_\_\_
2. I was talking to \_\_\_\_\_ the other day and they recommended I give you a call.
3. We've been chatting on LinkedIn and instead of messaging back and forth for the next couple of weeks, I thought I'd get a bit old school and pick up the phone and call you.

Do you have a couple of minutes now or should we arrange a better time?

The reason for the call today [their name], is I was wanting to reach out and start a discussion to get to know you. I think from my limited understanding of who you are and what you do we may be able to help each other and I was wondering if you would be interested in getting to know each other a bit better and maybe explore some opportunities.

Is this something you would be interested in?

**OPTION 1:** If they launch into asking a heap of questions or explaining who they are - retake control of the conversation through:

[Their name], my apologies I wasn't planning on getting into it all today, I just wanted to start the ball rolling and if you were interested we could arrange a 15-20 minute zoom call to get to know each other better. Would you like to pencil something in?

Arrange a time

**OPTION 2:** If they say they are interested suggest this:

Fantastic [Their name], why don't we arrange a 15-20 minute zoom call to get to know each other better and we can take it from there. Would you like to pencil something in?

Book in and exit call.

**Create Your Own Script:**

\_\_\_\_\_ please...(when responds) [Am I talking to [\_\_\_\_\_] please]

Thank You...

It's \_\_\_\_\_ from \_\_\_\_\_.

How are you today? (smile, you sound more positive)

(When they ask you how you're feeling in response, say...) Fantastic, thank you for asking.

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Do you have a couple of minutes now or should we arrange a better time?

The reason for the call today (their name), \_\_\_\_\_

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Is this something you would be interested in?

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Book in and exit call.