

You can use your unique value proposition, elevator pitch, and the templates below to script the telephone call to secure your appointment.

Fill in the blanks to create your own warm-call telephone script from a modern lead generation campaign:

My suspect's name is

"Hi (NAME), my name is

I represent

(NAME), I'm calling as a follow-up to

You asked for

As you may know, we offer the only

which helps you

Would you like to spend five minutes now exploring this topic further to determine if we should meet face-to-face, or should we schedule a phone chat later this week?"

Fill in the blanks to create your own cold-call telephone script.

My suspect's name is

"Hi (NAME), my name is

I represent

(NAME), my research indicates that a typical issue/problem in your industry is

Would you agree?

We offer the only

which helps you

Would you like to spend five minutes now exploring this topic further to determine if we should meet face-to-face, or should we schedule a phone chat later this week?"