

This is for the Lead Generation niche so please edit this to suit your niche.

Opener:

Hi this is YourName calling regarding [emailsSendiingAccountName]'s email, do you have a couple seconds to talk?

Current situation: (replace with your niche) – All you're looking for - is pain points, what they're doing to solve the problem, what they have done in the past)

What kind of ideal projects are you looking for?

What kind of projects are you doing right now?

What are you doing to get the leads?

Have you tried anything in the past to (solve problem)?

What's your crew size?

How many miles around your business do you guys typically service?

Pitch:

the pitch is very dynamic and it also depends on what they have said on the call so far example if doing nothing to get leads at the moment and they've tried Something before which has caused them to chase leads (pain point). You will now leverage that in the script. Here is an example pitch:

So what we do is we come in and help you guys get those leads and we don't just stop there once we have the leads we, We have someone from our sales team contact the lead and qualify the lead and make sure that it is the right person that you need to speak to and once we've done that we connect the lead to you. So all you have to do man is just show up to the estimates and then close the deals Would that help you guys in any way?

Their response: Yes ofcourse it would (most common)

You say:

In what way would it help you though? (*Now they start selling themselves on the appointment by saying how your service will help them*)

CTA – The iron is as hot as it gets This is the best time to strike and Book the appointment

Appreciate the honesty there man. Now the thing is name I have an appointment in like 5 minutes that I gotta run to so would it be OK with you if we continue our conversation maybe tomorrow or the day after? (BOOK THEM IN)