

Email & Cold Call Scripts

Notes:

- All emails should be shown as from the sales rep's email and name.
- Use the trigger event/pain point document to identify some of the initiatives/issues to be referenced in the scripts.
- All phone scripts are recommendations. I strongly recommend that each sales rep revise the script to fit their style of speaking. The goal is to sound natural while hitting the main points.

1.1 Email Case Study

Subject: <Company name>'s <initiative/issue>

Body:

<Prospect Name>,

[I read in <publication>] OR [<Company employee> told me] about your company's [plan to] OR [issue with] <high priority company initiative/issue>.

We just helped <similar, non-competitor company name> with <company initiative/issue>. In <time>, we:

- <key metric 1>
- <key metric 2>

You can learn more details in [this case study](#) <link to case study>.

I'm confident we can help you as well. I'll call you <time, day in 1 week> to set up some time to answer your questions and discuss your particular needs.

Sincerely,

<rep name + signature>

Example:

Subject: ManuCorp's expansion plans

Kevin,

I just read in the Austin Business Journal about your company's plan to expand your manufacturing facility.

We just helped Acme, Inc successfully expand their manufacturing capabilities. In 30 days, we:

- Reduced order lead times by 30%
- Cut shipping costs by 15%

You can learn more details in [this case study](#).

I'm confident we can help you as well. I'll call you at 1:00 PM next Tuesday to set up some time to answer your questions and discuss your particular needs.

Sincerely,

Matthew May

President & Chief Project Engineer, Intellitek Systems

1.2 Email With No Specific Problem/Initiative (Follow up if no response/click on first case study)

Note: Avoid these if possible for the first email. While a few may become customers, you'll be far more effective if you can reference a particular problem/issue.

Subject: <Company name>'s <common issue>

Body:

<Prospect Name>,

I hope your <primary initiative/issue> is going well. <Include this line only if this is the second email to the prospect.>

I hope you've found the case studies I've sent over the last couple of weeks useful. <Include this line only if this is the third email to the prospect and they have not clicked any links>

As the <position> of a <industry> company, I'm sure you're very concerned with <common issue>. I'd like to share the results of a project we just completed with <similar, non-competitor company>:

- <key metric 1>
- <key metric 2>

You can learn more details about how we achieved this in [this case study](#) <link to case study>.

I'm confident we can help you as well. I'll call you <time, day in 1 week> to set up some time to answer your questions and discuss your company's needs.

Sincerely,

<rep name + signature>

Example:

Subject: ManuCorp's raw materials cost reduction

Kevin,

As the CEO of a manufacturing company, I'm sure you're very concerned with reducing the cost of your raw materials. I'd like to share the results of a project we just completed with Acme, Inc:

- 32% reduction in cost of raw materials
- 20% reduction in customer returns

You can learn more details about how we achieved this in [this case study](#) <link to case study>.

I'm confident we can help you as well. I'll call you at 1:00 PM next Tuesday to set up some time to answer your questions and discuss your company's needs.

Sincerely,
<rep name + signature>

2.1 Email

Subject: Re: <Company>'s <initiative/issue> [Reply to original email you sent]

Body:

<Prospect Name>,

I just left you a voicemail, but I wanted to go ahead and share <content> before I follow up next week. It details <content description - content should be related to secondary problem based on their primary challenge>

I know you're working to <initiative/issue> and thought this <content type> would be helpful.

I'll try you again <time, day> to set up some time for us to talk. In the meantime, please let me know if there's anything I can do to help.

Sincerely,
<rep name + signature>

Example:

Subject: Re: ManuCorp's expansion plans

Body:

Kevin,

I just left you a voicemail, but I wanted to go ahead and share this white paper before I follow up next week. It details [how to improve efficiency when you're short-staffed](#).

I know you're working to expand your facilities and thought this [white paper](#) would be helpful to you in the interim.

I'll try you again next Wednesday at 9 AM to set up some time for us to talk. In the meantime, please let me know if there's anything I can do to help.

Sincerely,
<rep name + signature>

3.1 Email

Subject: Re: <Company>'s <initiative/issue> [Reply to original email you sent]

Body:

<Prospect Name>,

I left you a voicemail a few days ago, but I wanted to make sure I got this <content> over to you before I call on <day>. It's about <content description - content should be related to secondary problem based on their primary challenge>

Until you can *<resolve main initiative/issue>*, I thought it would be helpful to learn how other companies *<solved secondary problem>*.

I'll call as promised *<time, day>* to set up some time for us to talk. In the meantime, please let me know if there's anything I can do to help.

Sincerely,
<rep name + signature>

Example:

Subject: Re: ManuCorp's expansion plans

Body:

Kevin,

I left you a voicemail a few days ago, but I wanted to make sure I got this [white paper](#) over to you before I call you on Wednesday. It's about how you can [reduce your inventory carrying costs](#).

Until you can expand your facilities, I thought it would be helpful to learn how other companies reduced the amount of inventory they were carrying so you free up a bit of space.

I'll call as promised on Wednesday at 9 AM to set up some time for us to talk. In the meantime, please let me know if there's anything I can do to help.

Sincerely,
<rep name + signature>

3.2 Email (Final Email)

Subject: Last attempt: *<Company>*'s *<initiative/issue>*

Body:

<Prospect Name>,

Although this seems like a busy time for you, I wanted to make sure you got this last *<content>* before I move you off my list.

<content description - content should be related to secondary problem based on their primary challenge, particularly something happening with their competitor>

I'll try you one last time *<time, day>* to set up some time for us to talk. In the meantime, please let me know if there's anything I can do to help.

Sincerely,
<rep name + signature>

Example:

Subject: Last attempt: ManuCorp's expansion plans

Body:

Kevin,

Although this seems like a busy time for you, I wanted to make sure you got this last [news article](#) before I move you off my list.

It discusses how your competitor [XYZ Corp is opening a new 50,000 square foot facility](#) a few hours from you.

I'll try you one last time Tuesday at 4 PM to set up some time for us to talk. In the meantime, please let me know if there's anything I can do to help.

Sincerely,

<rep name + signature>

3.3 Email

Subject: Re: <Company>'s <initiative/issue> [Reply to original email you sent]

Body:

<Prospect Name>,

As I promised in my voicemail a few minutes ago, I'm sending you some available times on my calendar to chat.

1. <time 1>
2. <time 2>
3. <time 3>

You can just reply 1, 2, or 3 for your preference and I'll send over an invite.

Sincerely,

<rep name + signature>

3.4 Email

Subject: Re: <Company>'s <initiative/issue> [Reply to original email you sent]

Body:

<Prospect Name>,

As I promised in my voicemail a few minutes ago, I'm sending you a link to my calendar to make it a bit easier for us to connect to discuss <initiative/issue>.

You can view my [calendar here](#).

<Initiative/issue> is something we've helped several customers with, so I know a 15-minute call could help you determine how best to <achieve goal/alleviate pain>.

If you prefer, you can email me a few times that are open on your calendar and I can send an invite over.

Sincerely,
<rep name + signature>

Example:

Subject: Re: <Company>'s <initiative/issue> [Reply to original email you sent]

Body:

Kevin,

As I promised in my voicemail a few minutes ago, I'm sending you a link to my calendar to make it a bit easier for us to connect to discuss expanding your facilities.

You can view my [calendar here](#).

Facility expansion is something we've helped several customers with, so I know a 15-minute call could help you determine how best to roll out your expansion.

If you prefer, you can email me a few times that are open on your calendar and I can send an invite over.

Sincerely,
<rep name + signature>

P.1 Phone Voicemail Script (1st call)

Hi <prospect name>. This is <rep name> from Intellitek. As promised, I'm calling to follow up with you to set up a time to discuss the case study I sent over last week. As I mentioned, I'm confident we can help you with your <initiative/issue>. Give me a call at <phone number> and we can set up a call to discuss your particular needs. Again, this is <rep name> from Intellitek and my number is <phone number>. I look forward to speaking with you soon.

P.2 Phone Voicemail Script (2nd call attempt)

Hi <prospect name>. This is <rep name> again calling from Intellitek. I know you're busy with your <initiative/issue>, but I wanted to call as promised to set up some time for us to talk about what we can do to help you out with that. Give me a call at <phone number> and we can set that up. Again, this is <rep name> from Intellitek and my number is <phone number>. I look forward to speaking with you soon.

P.3 Phone Voicemail Script (Final follow up call)

Hi <prospect name>. This is <rep name> from Intellitek again. Sorry we keep missing each other. I know you're busy with <initiative/issue>, so this is the last time I'll be calling until <month>. In the meantime, please let me know if there's anything I can do to help you or if there's a better time for me to check in

with you. Otherwise, I'll touch base in <month>. You can reach me at <phone number>. Again, this is <rep name> from Intellitek and my number is <phone number>. Thanks and have a great day.

P.4 Phone Voicemail Script

Hi <prospect name>. This is <rep name> with Intellitek. I'm just following up as promised on that <content> I sent you last week to see if you had any questions. Give me a call at <phone number> and we can set up some time to discuss. Again, this is <rep name> from Intellitek and my number is <phone number>. I look forward to speaking with you soon.

P.5 Phone Voicemail Script (recipient has clicked twice)

Hi <prospect name>. This is <rep name> with Intellitek. Sorry we keep missing each other. I'll send you an email with a few times I have available on my calendar and you can just let me know which time you prefer. Or, you can call me at <phone number> and we can set up some time that way. Again, this is <rep name> from Intellitek and my number is <phone number>. I look forward to speaking with you soon.

P.6 Phone Voicemail Script

Hi <prospect name>. This is <rep name> with Intellitek. I know <initiative/problem> is high priority for you right now, so I want to make sure we connect. I'm going to send you a link to my calendar so you can reserve the time that works best for you. You can also call me at <phone number> and we can set up some time that way. Again, this is <rep name> from Intellitek and my number is <phone number>. I look forward to speaking with you soon.

P.7 Phone Voicemail Script

Hi <prospect name>. This is <rep name> with Intellitek. Just giving you a call to set up some time to discuss your <initiative/problem>. I've got another <content> I want to share with you, but since we seem to keep missing each other, I'll go ahead and email the link over to you. You can also call me at <phone number> and we can set up some time that way. Again, this is <rep name> from Intellitek and my number is <phone number>. I look forward to speaking with you soon.

If Prospect Answers

Hi <prospect name>. This is <rep name> with Intellitek. I'm glad I was able to reach you. I know you're busy with <initiative/issue>. How is that going?

[wait for answer]

[good:Great|badly:Sorry to hear that. I'm hoping we can help change that.]
Did you have a chance to check out the <content> I sent you?

[yes]

Great. What did you think? <Listen, respond and steer conversation to the meeting to discuss>

[no]

No problem. I know you've got a lot on your plate with this <initiative/issue>. Basically, we helped <similar, non-competitive company> <summarize content in 1-2 short sentences and reference specific metrics.> Are you interested in discussing how Intellitek might do the same for you?

[yes]

Do you have some time now to talk or would it be better for us to book some time on our calendars?

[now is fine]

<ask questions about their challenges, then discuss how Intellitek fits into the solution>

[book some time]

OK - what works best for you?

[no]

I understand. Is there a better time for us to discuss?

[not interested]

OK - thanks for your time. If you change your mind, I'd be happy to help.

[yes]

What works best for you?

Alright, I've got you on my calendar for day/time. I'll send the invite right over. I look forward to talking to you on <day, time>