

COLD CALLING SCRIPTS

Portlandrocks

Hello and welcome to this portion of the WSO where we look at a few cold calling scripts to use in your online reputation management cold calling process. If you want to learn more about the entire process of cold calling then I absolutely recommend that you take a listen to the cold calling podcasts that I have put together as part of the overall sales training podcasts that I have included with this WSO.

These are real phones calls that have been transcribed to illustrate just how easy (I don't use any tricks - Actually I am not really that good at cold calling) it can be to make this happen. I have also given you simple breakdowns of what I would have changed, or why these scripts worked. These cold calling scripts are meant to be general guides for you to use for either yourself, or for one of the outsourcers that you might hire to do this process.

These scripts are meant to be guides, not something that you read from every single time. If you are trying to sell a \$10 item over the phone in a single call, then reading directly from a script might be beneficial. If you are trying to land a \$10,000 contract, you need to drop the idea of reading from a script and realize that it is going to take more than 1 call to close a deal like that.

These scripts are meant to show you that cold calling doesn't have to be scary, and it really is just about fishing for people who might be interested. You will be able to read the scripts themselves and then see a breakdown o

It is incredibly important to remember, and something that I cover a lot of in the podcast, but the purpose of cold calling in the push method is not to try and close the client on the first call. **We just want to get an appointment** whether it is by phone or in person so that we can get to know them better and eventually close the sale. Once you realize that you are only trying to get an appointment and not sell your entire system, a lot of the pressure will be taken off and you will be able to make calls much easier. most importantly, you will actually end up making many more sales in the long run.

Cold Call Script #1 - The Quick And Easy

You: Hello! This is [Your Name] and I run a reputation management company here in [Your City].

I'm simply calling today because I noticed that you have received a few negative reviews on Yelp.com and I wanted to see if there was anything I could do to help you out.

Were you aware that you have received negative reviews on Yelp?

Prospect: No, I had no idea.

You: I hate to be the bearer of bad news but I was on Yelp the other day and I saw that you have received some unfair negative reviews. I know that your business is not being represented accurately and I would be interested in helping you fix this problem.

Would you be available for about 15 to 20 minutes sometime next week to chat a little bit about this?

Prospect: I would certainly like to take care of this. I am pretty busy and I'm not sure if I will have the time to meet with you.

You: I understand. I would be happy to meet with you in person or talk over the phone if it is more convenient. How does Friday at 9:00 AM sound for me to call back?

Prospect: Yeah, why don't you try Friday at 9:00 AM.

You: Fantastic! I would really like to send you an eBook that outlines online reputation management. Even if you and I never do business together this eBook would really help you out. Can I send that to your email?

Prospect: Okay. That sounds fair. My e-mail is businessman@businessman.com

You: Great! Thank you so much. I won't take up any more of your time and I can't wait to speak with you on Friday at 9:00 AM. I will send the eBook right now. Be sure to check your inbox. Talk to you soon!

Prospect: OK thanks talk to you soon.

The Breakdown

Situations like this certainly do not happen every single call. You might make 100 calls before you get this type of a response. However, when this does happen it is important that you not get so excited that you forget to deliver your pitch!

As you can see from this particular phone call, I probably could have signed him up for a reduced rate or done some other discount deal to get him to sign up in a single phone call. There are plenty of salespeople who could probably have turn this into a full blown sale but I enjoy it actually building the relationship so I had no problem with setting up an appointment. You might be different, but to me it is way easier to make a sale on an appointment vs. Off of a cold call.

The fantastic thing about this call is that we're able to collect the important information which is the go to e-mail address for this business owner. Once you have that you are golden.

Cold Call Script #2 - Getting Around The Money Issue

You: Hello Mr. Businessman! My name is [Your Name] and I run an online reputation management company and I just wanted to say hello. I'm calling local businesses trying to drum up a little bit of business and I wanted to let you know that I've found a couple and negative reviews on Yelp and Yellowpages.com and I just wanted to let you know about them.

Prospect: Negative reviews? I run a restaurant and negative reviews really affect my business. Unfortunately I don't really have any money to be spending a penny more marketing.

You: That is OK. I actually offer free tutorials for business owners just like you. I personally don't think it's fair that businesses like yours are unfairly represented on online review sites and so I put together a website where you can actually get free training on how to take care of the problem yourself. Would you be interested in that?

Prospect: Yeah that sounds ok. Is it really free or will I be charged later?

You: You will never have to pay for access to the site, I promise. There are tons of videos for you to watch and all you need to do is have a login name and password. If you would like I can send you the information this evening via email.

Prospect: Yeah that sounds good.

You: May have your e-mail?

Prospect: Yes. It is businessman@businessman.com. Now promise me that you will not send me spam e-mail!

You: I would never do something like that! Thank you for your e-mail. I will send you the information on how to access that website this evening. I'm so glad that we got in touch and I hope that the website proves to be of great help to you. I won't take up any more of your time and I really appreciate talking with you. Thank you.

Prospect: Well thank you! I'm glad that we connected too. Talk to you later bye bye.

You: Goodbye.

The Breakdown

This is probably one of the most common objections from prospects whether it is a cold call or your 15th appointment. That is why I created the tutorial website. You already know this, but the key to sales like any type of marketing is getting in front of your prospects as many times as possible. Unfortunately people will automatically dismiss something because they think it is too expensive.

By pitching the free website you remain in constant connection with your client, you build authority and you can always pitch them again later on. The point I want to illustrate with this phone call is that you don't always have to go for broke. There is still a lot to be gained from simply having a good relationship with someone you don't have to close every single person you meet.

Cold Call Script #3 - The Gatekeeper

You: Hello! My name is [Your Name] and I noticed that you guys have a few negative reviews on Yelp and yellow pages! I actually run a business that helps companies like yours deal with those negative reviews so they don't lose any more revenue.

Prospect: I am just the secretary and Mr. Lawyer is actually not in right now. Can I take a message?

You: Absolutely! Please let Mr. Lawyer know that [Your Name] called from the online reputation management company and I would be very happy if he would

call me back at 555-5555. Is there a good time for me to get a hold of Mr. Lawyer?

Prospect: He is usually pretty busy and I do take most of the calls for him.

You: Okay, well thanks for that information. I will call back on Friday at 9:00 AM and hopefully we can connect.

Prospect: That sounds good, why not try then.

You: Thank you so much for your time. Goodbye.

Prospect: You are very welcome. Bye.

The Breakdown

I'm sure that there are some people who look at the gatekeeper as a challenge that they have to overcome or as someone standing in the way of their money. I do not view it this way. These people, usually secretaries or office assistants or some other employee of the owner are trying to do their job the best that they can. Instead of looking at gatekeepers as enemies I try to look up them as potential points of leverage for further communication with the business owner.

Imagine if you were able to get the gatekeeper on your side! There is a great sales guru out there who has built a huge empire simply by being kind to gatekeepers. He goes so far as to add the gatekeepers name and information to his Rolodex. I keep meaning to try this but for now I just make sure that I am polite, kind, and respectful. Eventually, these gatekeepers will come around and patch you through.

Cold Call Script #4 - Not Interested

You: Hello! My name is [Your Name] and I run an online reputation management business and I was calling a couple local businesses trying to connect with business owners and see if we can't drum up a little bit of work together.

Prospect: I am not very interested in all that online stuff. I have more business than I can handle right now.

You: That is a fantastic place to be as a business owner! I just wanted to let you know that I actually have seen a couple and negative reviews on Yelp and Yellowpages.com about your business. I just wanted to see if you would be interested in meeting with me for a few minutes so we can get rid of that problem.

Prospect: Yeah, like I said that, online stuff doesn't really affect me at all. I don't really think that the online world has any effect on my business.

You: Well, I appreciate you taking my call. I hope that you have a fantastic day.

Prospect: Okay. Thank you.

You: Okay goodbye..

Prospect: Bye.

The Breakdown

If I had a dime for every business owner that tell me that they were not interested in the services I was offering, I would just make my living calling businesses so I could tell me they're not interested! Here's the thing though, when you are cold calling, if you are doing it correctly (meaning calling at least 100 numbers a day) then you'll begin to get a sense of what cold calling really is.

Cold calling is simply going fishing. You just have to put your bait in the water and wait for somebody to bite. In terms of cold calling putting debate in the water is

dialing those numbers and making those calls. Like any good fisherman you never finish in areas that you know are not biting.

If someone says they are not interested, move on! It is their loss and frankly it is your gain. Trust me, and you do not want to spend countless hours trying to convince someone of something that they will end up backing out on in the long run. We're looking for interested businesses who know they have a problem and want to get it fixed. If someone says they are not interested, too bad for them.

I talk a lot more about this idea of fishing in the sales podcasts that I've included with this WSO.

Cold call script #5 - Willing But Unable

You: Hello! My name is [Your Name] and I run an online reputation management company and I am currently contacting businesses that have received negative reviews on yelp and yellowpages.com. I hate to be the bearer of bad news but I did notice but there were a couple of negative reviews for your business that I believe are not accurate representations of you as a business owner or if your business.

Prospect: yeah. A few of our customers have actually been pointing that out to us lately. I keep meaning to get to it but I'm not really sure what to do about it and I'm guessing that you are probably really expensive to work with.

You: Oh wow! At least you know that needs to be fixed! There really are some online reputation management services out there that are incredibly expensive but I would love to stop by and talk to you a little bit more just to see if there is anything that I can do or anything that we could work out to solve this problem. These local review sites can sometimes represent as much as 50 to 80% of the

eyeballs that could possibly see your business. If there was an easy and cheap way to fix this problem would you be interested in hearing more about it?

Prospect: Yeah I suppose so.

You: Fantastic! When is a good time that we could meet together at your office?

Prospect: How about next Friday at 4:00 PM?

You: That sounds great. I'll meet you there.

Prospect: Fantastic. Ok, see you on Friday then.

You: Absolutely. Thank you so much. Can't wait to talk to you then! Goodbye.

Prospect: Goodbye.

The Breakdown

If you do cold calling long enough or sales long enough you might start to develop a bad attitude towards people. You might think they are smart enough or maybe they aren't good enough for your services or whatever. This is simply not true and if you want to fail in the offline world continue thinking this way and eventually you'll get any sales at all.

Sometimes, like in the case of this call, business owners are just not educated about what it is you do or they simply do not have the Financial Resources. There are many business owners who would love to hire a fulltime social media expert, a fulltime search engine optimization expert and 10 web designers that they simply cannot afford it or they do not know how to go about tackling the problem.

This is where becoming a consultant sales person will work to your advantage. This is why I say you must think about solving the problem instead of just thinking about making the sale. I do talk a lot more about this in the sales podcasts but now you see a real life example of how this might be applicable.

Cold calling scripts #6 - Wants "ONLINE STUFF"

You: Hello! My name is [Your Name] and I own an online reputation management company. I just wanted to call a few businesses today that have received negative reviews on yelp and yellow pages. I was wondering if you ever check yelp or, yellow pages.com?

Prospect: Not really. I have heard a few my customers talk about it but I really haven't paid any attention to it. What do you do exactly?

You: I actually help businesses like yours to deal with negative reviews on sites like yelp and yellow pages.com. Fortunately and unfortunately these websites give tons and tons of traffic every single day. Businesses that have negative reviews are actually losing 50 to 80% of the potential business that they could be getting from these free advertising sources. It is my job to make sure that you make more money by securing your online reputation.

Prospect: Seems a little advance to me. Do you offer any other services like web site design or business card design? I think I need some of that.

You: I personally do not offer any web site design or business card design but I know of some fantastic website designers and graphic designers that I would be happy to refer you to. Would you like me to send you an e-mail of their names and contact information? I give you my personal guarantee that these guys are amazing!

Prospect: Yeah that' sounds all right. Go ahead and send me an email at businessman@businessman.com. I will probably end up contacting them. We've been wanting to get our website up and running pretty soon.

You: Yeah I can imagine, it can take awhile sometimes for websites to get going and not having one nowadays is pretty tough.

Prospect: Yeah it really is.

You: Okay, I will send you that email with those contractors. I hope that we are able to stay in touch over the next couple of months. Once you do have that

website going you'll really want to make sure that your online reputation is being properly managed. I do even have a few free options like a full blown tutorial site for you to use if you're interested. I will send a link with the email tonight.

Prospect: OK that sounds good.

You: Fantastic! Thank you so much for your time and I wish you luck on your new website! Goodbye.

Prospect: Bye for now.

The Breakdown

You then are from the PDF on how to build your own reputation management business where I talked about having a referral network? I also mention it in the sales podcasts but here is a fantastic example of how you can use that referral network to build a long-term relationship and even to pick your own products like the free tutorial website. Imagine if you had an agreement with your for all network where you are actually getting a percentage of any deal that was made from the referrals that you are sending. This phone call would have just netted you an immediate income from the referral commission plus you probably would have made a sale down the road for your own services because the prospect will have developed trust with you.

Again, we're looking at approaching the sales process from the standpoint of looking to solve problems for business owners. It always is and always will be a win win situation.