

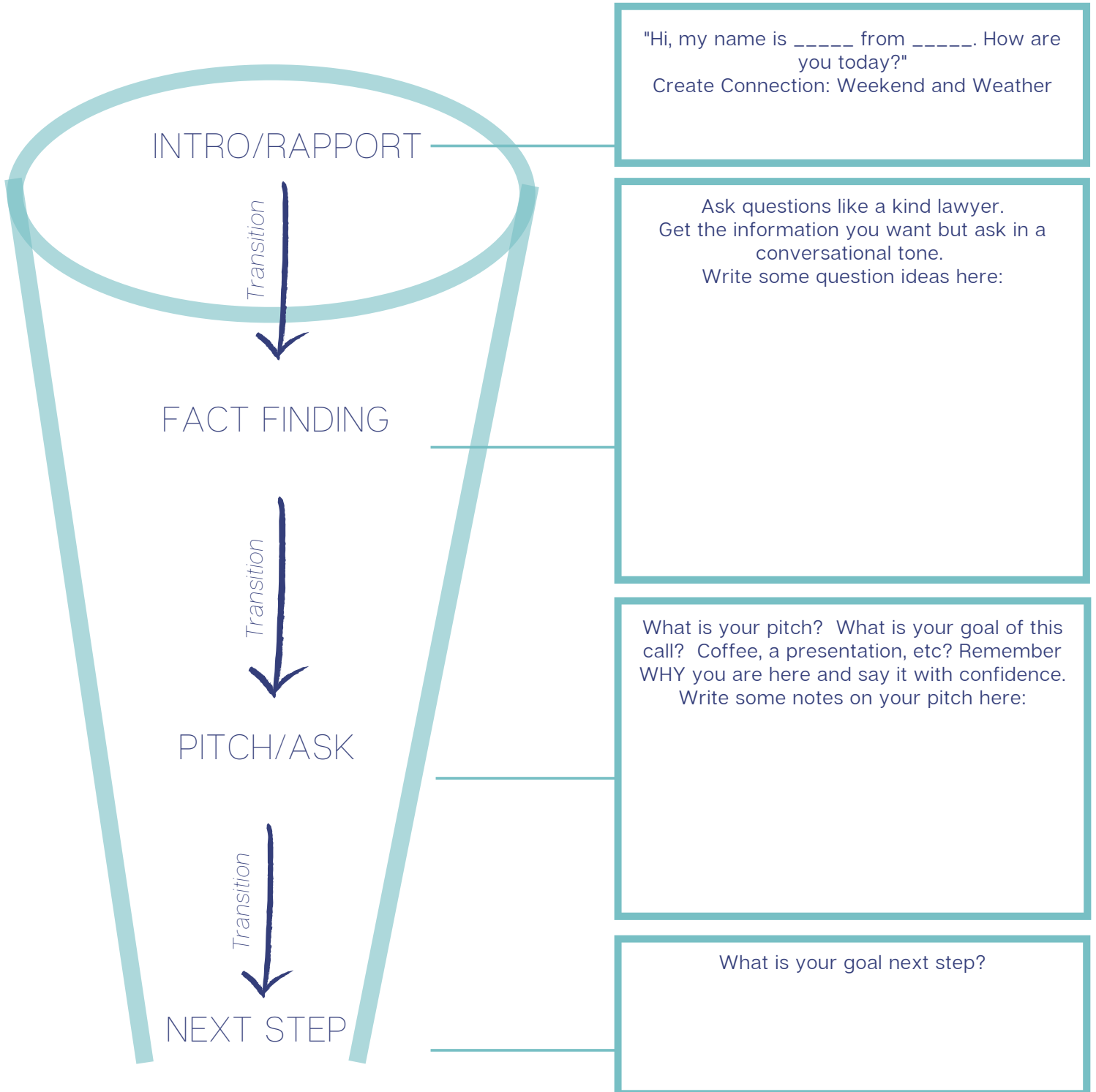


# Cold Call Script

## Sales Basics You Need To Know

This worksheet is designed to make you think about how potential clients are going from "who is this?" to "buy now!" on the phone. Everyone has to do a cold call at one point or another. So, let's be prepared!

When in doubt ask a question about them! Find those pressure points!



"Hi, my name is \_\_\_\_\_ from \_\_\_\_\_. How are you today?"  
Create Connection: Weekend and Weather

Ask questions like a kind lawyer.  
Get the information you want but ask in a conversational tone.  
Write some question ideas here:

What is your pitch? What is your goal of this call? Coffee, a presentation, etc? Remember WHY you are here and say it with confidence.  
Write some notes on your pitch here:

What is your goal next step?