Cold Calling Script

**Approach 1- For someone that is already in your data base.**

Good afternoon Mr. Segun.

How are you doing sir?

XXXXXXXXXXX

How’s {Prospect’s Business Name} today?

This is Williams of SalesRuby. Africa's leading revenue consulting company, located in Lagos, Nigeria. We help organizations scale and transform revenue to optimal balance **{sales training company} (Describe in a way they can know)**

So, I was reviewing our contacts and I found that it’s been a while since checking in and thought to just touch base with you and say hi. I hope all is well sir?

Oh great….

Secondly, I wanted to share with you a revenue bootcamp for you and your sales leadership where you get trained on the most novel and modern strategies for growing sales and revenue that business leaders in…………… **{His sector}** ……………… are applying and getting as much as 300% annual growth

**Is this a kind of executive training that you would like to attend?**

OK great.

I will be sharing with you the details in just a few minutes. Kindly call out your email….

OK sent.

You can please check your email and in case you do not see it you may check spam.

The cost of the training is also contained, just N120K per participant.

**How many persons would you be looking to bring to the event?**

So these are just a few of the things you would learn…

• You will learn proven strategies to aggressively grow your revenue and achieve sales target for 2022

• You will learn Sales and marketing tactics that are currently working

• You will learn how to drive Innovation

• You will learn how to efficiently manage your sales operations and sales people

• You will have incredible opportunity to network with C-Level players from some of the biggest companies in Nigeria.

• You will learn the most effective technology solutions that your competitors are using to aggressively drive sales

**Closure**

How many persons are you looking to bring? Three persons? That’s 360K. Should I go ahead and send you an invoice for this?

Well, on the cost, there is a 25% discount that brings the cost down to 90K per person but it is only available to those who pay before June 15. Are you able to commit to paying before June 15?

OK. Great. So do I send an invoice for the 3 now? That would be 270K instead of 360K.

Do I send the invoice right away?

Don’t forget sir. Attending AFRES is tantamount to fulfilling your revenue goals for 2022. If you really are looking to meet those ambitious 2022 targets AFRES is a MUST.

Our Accounts is sending you an invoice in 5Mins please check email by then.

Thank you so much for your time sir. Really grateful for your reception. Good evening

Typical Objections

It is too expensive

The time is still far. Let’s talk one month to the event.

I want a training not an event

My company is not doing well right now OR My team are not really performing well OR we don’t have money for something like that right now.

How would you like to be trained to handle the above listed objections and more? Speak to one of our [sales consultants](https://salesruby.com/contact/) today.

Call: [+2349070047686](http://+2349070047686/)