

Three Opening Value Statement Script Ideas That Work

The Cold Call Template

Example:

(Prospects Name), this is (Your Name) with (Your Company). I'm calling because we help (Targeted Audience / Vertical / Title) avoid (common pain) by (what you do) and if I caught you at a good time, I'd like to ask you a few quick questions to see if what we have to offer may be of some help to you, would that be OK?

Sample:

(Prospects Name), this is (Your Name) with (Your Company Name). I'm calling because we help (CFO's) avoid (making over payments on property taxes and insurance premiums) by (gaining better control of tracking and managing their fixed assets) and if I caught you at a good time, I'd like to ask you a few quick questions to see if what we have to offer may be of some help to you, would that be OK?

The Referral Template

Hi (Prospects Name), this is (Your Name) with (Your Company). I was speaking with (Referral Name) over at (Referrals Company Name) regarding (common pain / concern) and he mentioned I should give you a call just to ask you a few questions and get your feedback, would that be OK?

The Competition Template

(Prospects Name), this is (Your Name) with (Your Company). I'm calling because we recently helped (competitor 1), (competitor 2) & (competitor 3) avoid (common pain / concern) while at the same time (common benefit) and wanted to ask you just a few quick questions to see if this might be something you would possibly be interested in knowing a little more about as well, would that be OK?

Sincerely,

Michael Pedone

President/CEO

SalesBuzz.com

(888) 264-0562

Email: mpedone@SalesBuzz.com