

Call Script for Cold Outreach Calls

Opening of Call

Hi _____

I'm [state name], with Advantage Kitchenware. We sell commercial grade kitchen countertop appliances.

I'm calling you because you run a busy restaurant. If you're like our other clients in similar situations, I think you'll be interested in how we can help you. This will only take 5 minutes or less.

Our Toaster is a rugged machine, built for busy restaurant kitchens like yours. We put 60 years of design experience into its heavy-duty construction, making it the most problem-free and reliable toaster on the market.

If you don't mind me asking.....how happy are you with the performance of the toaster you use right now?

Response from the prospect

If prospect answers with any sort of dissatisfactory comment, or is just "ok", then use gateway response #1

If prospect indicates he/she doesn't have time for this conversation this week, then use gateway response #2

If prospect indicates he's happy with his current toaster, then use gateway response #3

Conversation Gateway #1

You don't seem to be very satisfied. May I ask why you're unhappy with it?

Once he states current deficiencies, counter with the corresponding positive feature and benefit of your toaster.

E.g. "My toaster is hard to keep clean"

Response:

That must be frustrating for your staff. Our toaster is all stainless steel construction. The daily grime buildup just wipes off, because we use a very high end grade of steel.

Go to closing after this.

Conversation Gateway #2

I get that... I don't know how restaurant owners find enough time in the day. Would you like to hear about how our toaster helps our busier clients get more done in their day?

If answer is "NO", go to close

If answer is "YES",

tell him/her about time-saving features; speed, one button toasting level set, less breakdowns, **Then Go to Close**

Conversation Gateway #3

That's great you're happy with your current toaster. Can I ask which features you like the best?

Once he states a feature, position your toaster with the same or competing feature and benefit, but make sure your toaster compares more favorably

E.g. "The feature I really like is how we can change the toast level with a dial, while maintaining top speeds"

Response:

That's interesting. Our toaster has calibrated buttons to set the toast levels. And its so precise, that while doing 500 slices/hour, you could set a special order toast level for just 2 pieces of bread... without affecting slices on either side. Your waste drops to near zero with our unit. How do you manage to control the wasted slices on your current toaster when you do that dial adjustment?

Conversation to continue if client has other features they like. Go far enough to gain their interest in learning the full story about your toaster.

If you sense you've tweaked their interest with the superior performance and benefits of our toaster, go to close.

CLOSE

Mr. _____, I do realize you're busy. I don't want to take up any more of your time today.

If you could **quickly** learn **ALL** the ways our toaster improves your business, then would you be willing to invest 20 minutes of your time to watch a live, online demo of our toaster in operation?

If prospect says yes

Great! How does 3 pm next Tuesday work for you? I have other times available, too.

If prospect says no

I understand it can be hard to find time for anything these days.

How about this... Does it make sense for me to send you a one-page feature and benefit sheet, where you'll get a complete listing of all the benefits you'll enjoy with our toaster? You'll have all the information you need to decide if it's right for you.

If yes

Great! What's your email?