

SALES SCRIPT FRAMING

This is a script frame guide for callers. It effectively outlines how each call should go. No matter which client you're speaking with or needing a script for, you only need to add your specific client value propositions and company names into this script guide.

The purpose is to serve callers, managers, and Strategists.

PERSONAL INTRODUCTION

Hello, is this (prospect name)?

My name is (caller name) with (company name), how are you today?

You're doing well, Glad to hear it!

OR

I'm doing good as well thanks for asking! (if they ask)

CALIBRATED QUESTIONS

I was just curious OR I was wondering...

Insert 1-2 industry specific open ended questions that are calibrated to dig up information and work as a qualifier as well.

Calibrate:

Designed to pull out or dig up information that will help to book the meeting.

Examples:

I was just curious how (Insert Company) developed points of contact for sales meetings?

I was wondering how (Insert Company) is getting in front of its target market for its sales team?

After they answer, most likely with an objection, use Verbal Mirroring to transition by repeating the last or most important 2-5 words.

Examples:

Prospect: *Well, we handle that internally with our SDR team.*

Response: *I bet you're crushing it with an internal SDR team.*

COMPANY INTRO & PITCH

Well, I just wanted to call and introduce my company (company name), we (insert what we do & value props).

Examples:

At SalesHive we add to your team and book meetings with your top prospects on a month to month basis, so your sales team can focus on hitting their sales quotas and do what they do best.

THE CLOSE

Would you be open to a quick conversation with my manager (sales rep) in the next week or two, to see if we'd be a good fit?

I have (reps name)'s calendar up. It looks like they have the best flexibility...

(pick some time blocks)

Awesome, and what works best morning or afternoon?

How does (say a time and date) sound?

Perfect, and would you just confirm your email, so I get that to the right place?

I will send an invite and a confirmation email shortly.

It was a pleasure talking with you, have a great day!

NOTES:

Saving money by itself isn't a strong value proposition.

We wouldn't recommend leading with savings since company's as well as individuals hear that all day on the phone and on every tv and radio channel.

Bring what your company does and the benefits beyond money that it brings such as time, or peace of mind, or even better control.

Asking how they are today is a nice pleasantry and helps to start the conversation out on a good foot. Well wishes and thanking them for returning the how are you? Is also a great way to connect.

In the close try and leave sales titles out of it. If the client is a sales manager just say, "my manager or my director" Prospects get skittish when sales is added on that title.

In the close don't say "I would love, or my manager would love to speak with you." They don't care what they or you would love.

Instead say "Would you be open to? Or Would you be available for my director to." This keeps it more professional and direct.

You want it to be as short and sweet as possible.

Start creating your scripts with everything you feel they needs, as long as it takes to get it all out, and then trim it down to the essentials of what it takes to book the meeting. In general we have about 15-30 seconds to get to the close, and qestions help drag that out, but they can only do so much.