

# 5 steps for the perfect cold calling script

1

## Determine your goal

Decide the conversion you want at the end of the call



2

## Build a prospect list

Pick prospects that would be interested in your product



3

## Introduce yourself

Introduce yourself quickly and professionally



4

## Identify their pain points

Ask about their challenges and define a solution



5

## Ask for the sale

Try to book an appointment to do a demo or tell them more about your product



# 3 Cold Calling Scripts Selling Consulting Services

**Ian Benjamin**



### 3 Cold Calling Scripts Selling Consulting Services:

*Successful Cold Call Selling* Lee Boyan,1989 For one of the fastest growing segments of the sales profession this second edition is welcome Offering hundreds of new ways to break the ice and complete a sale it also gives classic tools from the first edition proven by sales reps and managers Ideal for new and veteran sales reps alike here is the perfect primer for a tough rewarding job The Wall Street Journal

**Small Business Sourcebook** ,1996 A guide to the information services and sources provided to 100 types of small business by associations consultants educational programs franchisers government agencies reference works statisticians suppliers trade shows and venture capital firms

*Telemarketing* ,1989

**Small Business Sourcebook** Thomson Gale,2002-12 A two volume annotated guide to 26 670 listings of live and print sources of information designed to facilitate the start up development and growth of specific small businesses as well as 26 158 similar listings for general small business topics An additional 11 167 entries are provided on a state by state basis also included are 965 relevant U S federal government agencies and branch offices

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**Consultants & Consulting Organizations Directory** Cengage Gale,2009-05-12

**The Video Source Book** David J. WEINER,1990

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**Consultants & Consulting Organizations Directory: Descriptive listings and indexes** ,2009

Consulting, Contracting and Freelancing Ian Benjamin,2003 A practical guide to becoming a successful consultant with advice regarding all aspects of making the transition to being self employed

*European Consultants Directory* ,1991 Karin E. Koek,1992 This reference covers over 5000 consultants grouped by country by broad subject terms and then alphabetically by consulting organization It also lists additional addresses for almost 2500 branch offices covering 7500 consultants throughout Europe

**Training and Development Organizations Directory** Janice W. McLean,1994 This reference is a guide to more than 2500 companies that produce more than 12 000 workshops seminars videos and other training programmes that enhance skills and personal development

On Your Own C. D. Peterson,1997-01-31 A complete survival guide for mid career professionals now on their own Your company is downsizing and you ve been let go Or maybe you ve left your job to become an entrepreneur

Whether by fate or choice you've left the corporate life behind and are now on your own. What's your next step? This indispensable reference explores what options are available to you and tells you where and how to begin. On Your Own is packed with invaluable advice and practical ideas on everything from job search techniques to tips on becoming your own boss. In addition to helpful worksheets, actual case histories, and useful references, you'll find essential information on: Reinventing yourself as your own personal enterprise; assessing your skills; finding and exploiting your strengths; making your passion part of your career plan; self-investing to build your personal value; committing yourself to ongoing education and training; ways to promote your personal enterprise; writing articles; lecturing; creating seminars; teaching courses; networking; conventional and not so conventional employment options; reemployment within your present company; working at home; care giving; working on contract. The four routes to business ownership: buying a business; owning a franchise; starting a business; and forming a consulting practice. Complete Handbook of All-purpose Telemarketing Scripts Barry Z. Masser, 1990. Here are over 200 ready-to-use telemarketing scripts that can increase your effectiveness in every area of selling by phone. Included are openers that immediately grab a prospect's interest and identify specific needs, as well as scores of compelling product descriptions and special inducements you can use to quickly close almost every sale. **The Broadcaster, Electrical & Wireless Retailer**, 1929 **Ward's Business Directory of U.S. Private and Public Companies**, 2003

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