THE 4- PART CALL SCRIPT TEMPLATE:

LinkedSelling

One facet of the LinkedSelling multi-channel outbound approach is the role our Sales Development Rep's (SDR's) play in the appointment booking process. On the blog we did a full write up on ***how to know if your SDR's will pay off and if hiring a similar role is right for you.***

They are an important addition to any sales team because a good SDR will, on your behalf, email and or call prospects who've already had some interaction with you. They provide another channel to connect with prospects and add a very personalized touch to your outbound lead generation.

This allows you to let your closers close instead of making phone calls to new leads or digging around trying to find new sales opportunities.

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However, not all SDR's are equal (or equally effective). You want to make sure that:

1. You have the right people - professional, positively represent your brand, and they treat your prospects well.

2. That you give them the proper tools and guidance. One way to do this is to provide scripts that guide prospects to book appointments.

The following is a 4-Part Call Script Template that your SDR team can use, or that you can refer to when outsourcing to an SDR team to ensure they have a proven process in place to help keep your sales team's calendar full.

The 7-Second Intro Hook-In

In the intro to any call, train your SDR to reference any previous relationship and, or messaging your prospect has been exposed to.

For example, *"This is [SDR NAME] calling with [YOUR COMPANY NAME] or regarding the content John Doe has been sharing with you on LinkedIn."*

By establishing the previous relationship it let's them know that your SDR is calling for a reason and that this is not a cold call.

You want this section to be quick. 7-10 seconds long to avoid being *interrupted.*

Set Expectations

After the intro, you want to immediately let them know they have been made a priority and that your team has identified an opportunity to help them. And by letting the prospect know that you are only interested in setting an appointment communicates that you aren't going to try and take a lot of time out of their day and "hard-sell" them. You're simply introducing an offer to discuss the opportunity further.

For example, *"John was reviewing your profile and asked me to personally follow-up with you to see if you'd be interested in chatting about what he's seen working now with XYZ."*

Note that you are not actually asking them to schedule a call in this section. All you are doing is letting them know that you will be offering them that later in the call.

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10-Second Commercial

Here you want to flex your muscles a bit to let the prospect know that you are an expert in this area and have helped other **people or businesses just like them** achieve the desired result.

For example, *"John works with a lot of CIOs of Fortune 500 companies to achieve[INSERT AWESOME OUTCOME]."*

The Ask

Here you guide the SDR to make the "ask" so that the prospect can take the next step and make an appointment with your sales team members. The key here is to be direct and specific. Direct your SDR to offer a specific date and time as it forces the prospect to think about their schedule.

For example, *"John would love to speak with you about [THE AWESOME RESULTS YOU CAN EXPECT]. Either Thursday or Friday morning would work before 10 am, does that work for you?"*

The "Exit Strategy"

If the call with your prospect starts to get into the weeds too much, your SDR needs an "exit strategy" so that the call doesn't turn into a full sales call. This allows your SDR to have prepared answers to connect the prospect's questions to the sales call as another reason to book an appointment.

Don't just get the lead.

Take the lead.

LinkedSelling helps B2B companies get sales appointments with hard-to-reach, high-value prospects through an integrated multi-channel outbound approach.

Ready to take control of your lead generation?

Let's talk about getting you on the phone with better prospects.

If you're interested in learning more about how we can solve your lead generation problems, book a 1-on-1 planning session with our Director of Client Strategy to discuss your business, your sales process, and whether or not our **Multi-Channel Outbound Sales Development Services** would be a good fit for your needs.

BOOK A CALL

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