

[Phone Rings]

Prospect: Hello?

You:

Hi, can you help me, I'm a bit lost, I'm just looking for the person that makes marketing decisions for your company? I hope I'm not catching you at a bad time.

Prospect: That is me or that is so and so.

YOU: My name is (****) and I work for Fully Loaded Websites and I'm reaching out because we help businesses like yours grow online through targeted digital strategies—things like Advice Blogs, Expert Newsletters, Video Commercials, SEO & Press Releases and we do so for 50% off the going rate. May I ask if you've been exploring ways to grow your business using digital marketing lately?

[Pause for response]

(If they say "yes" or show interest)

Prospect: Yeah, we've been thinking about it.

You: Great to hear! Digital marketing can double your business in one year, it is the most powerful way to grow your business and most of your competition is not doing it.

[Pause for response]

You: Got it. We've worked with over 400 general contractors and service professionals to double their business in one year using our 15 proven tools & tactics. I'd love to share a quick overview of these low cost hi-tech tools with you. Would you be open to a 10-minute chat to explore how we could help?

[Pause for response]

(If they agree)

You: Perfect! What day works best for you—say, Tuesday or Thursday morning? I'll send a calendar invite to lock it in.

(If they say "no" or seem hesitant)

Prospect: Not really, we're good for now.

You: No problem at all—I totally get that timing is everything. Would it be okay if I sent you a quick email with some info about what we do? That way, if anything changes down the line, you'll have it handy.

[Pause for response]

You: Awesome, I'll shoot that over today. Thanks for your time, [Prospect's Name], and have a great rest of your [day/afternoon]!

Prospect: Thanks, you too.

You: Take care! [Hang up]

Key Tips for Success:

1. **Personalize:** If possible, research the prospect beforehand (e.g., via their website or X profile, which I can help analyze if you provide details) to mention something specific about their business.
2. **Keep it Conversational:** Avoid sounding robotic—let it flow naturally.
3. **Handle Objections:** Be ready for “I’m too busy” or “We already have a provider” with calm, value-focused responses (e.g., “I get that—just curious, are you 100% happy with your current results?”).
4. **Close with a Next Step:** Always aim to secure a follow-up, even if it's just permission to email.

Let me know if you'd like me to tweak this further or add specific services your firm offers!