

**Sample Cold-Call Script  
Provided to Certified Practitioners**



# Profit Advisors™

## COLD-CALL SCRIPT FOR PITCHING YOUR SERVICES



### COLD-CALL SCRIPT FOR PITCHING YOUR CONSULTING SERVICES TO KNOWN LEADS:

#### GETTING PAST THE GATEKEEPER:

Hi, my name is [your full name]. I'm calling to follow-up on a brief discussion I had with [prospect's full name] about the company's business, and I wanted to discuss a new revenue stream that would be ideal for him/her.

Is [prospect's first name] available?

If not >> "How can I get on his/her calendar?"

#### TALKING TO THE OWNER OR PROSPECT:

Hi [prospect's first name]. This is [your name]—we met/talked at [event, venue, prior introduction]. I'm calling to follow-up because—like the conversation that we had—many of the companies I've consulted with recently are looking for ways to generate more revenue—but more importantly, to get their employees on board with generating more revenue.

So many employees just come to work every day and although they do their jobs, they don't really focus on how they can help bring in more cash-flow or more customers.

What they often do instead is "roll their eyes" over the latest idea for boosting cash-flow or building the business—hoping the idea will fade in time if they just ignore it long enough. Or they make a start on new directives and things you want to accomplish, but stop working on it when it leaves your radar.

As a consultant, I've seen this happen so often that I'm now working as a bridge between the business owner and their employees to help establish revenue-generation systems that they can manage—leaving you free to work on building the business or just enjoying more time off and a better lifestyle.

Have you thought about one or two things recently that you know would build your business? [Wait for answer...]

I'd love the opportunity to discuss how I can get your employees on track to accomplish that. I actually help put in place systems within the business that they can manage that will get you that result. These are systems like new business development, prospecting and lead-generation, Internet marketing and others. Plus, I also help establish critical drivers for each job position so everyone is focused on meeting specific goals and being accountable to those goals every week. That's how we're seeing progress in companies all over.

In fact, along with your ideas for growth, I also have a 35-point assessment that I use to find hidden income opportunities in a business. This will tell us both where your employees can spend a few hours or days bringing in immediate cash-flow prior to the longer-term task of establishing these systems.

Let me ask you this: If I could show you places where you could create some immediate cash-flow, would you be willing to schedule 60 minutes over the phone for that? I don't need to look at your financials or ask for any confidential operating data. Are you free later in the week or early next week by telephone?

[SCHEDULE AND CLOSE]

Before the 35-point assessment, I'll email over a special report that details more about the systems I use with my client companies. What's your primary email address? And, [first name], what's a direct number where I can reach you on [day of phone appointment].

I'll also include my contact information in the email I'm sending so you'll be able to reach me before the call if needed.

[Additional conversation about the company or revenue problems, etc.]

Thanks so much for your time, [prospect's first name]. I'm excited to see how much revenue we can create on [day of phone appointment]!

I'll talk to you then...goodbye.

----- END OF COLD-CALL SCRIPT

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