Cold Call Script Template

Effective scripts to enhance your cold calling success.

Basic Cold Call Flow:

Step 1: Greeting and Introduction

"Good [morning/afternoon], is this [Prospect's Name]? Hi, my name is [Your Name] from [Your Company]."

Step 2: Establish Context Quickly

"I'm reaching out because I noticed that [reason: e.g., you recently enquired about property listings / you're an owner in XYZ area / I specialize in helping homeowners like yourself with asset progression]."

Step 3: Build Curiosity and Value

"Would you be open to a quick chat? I believe I might have some insights or updates that could benefit your current plans."

Step 4: Qualify Interest

"Just to check, are you currently exploring [selling/buying/upgrading/investing] in the near term?"

Step 5: Offer Next Step

"I'd be happy to share a free property analysis/valuation report customized for you. Can we arrange a convenient time for a quick 15-minute chat or meeting?"

Step 6: Close Graciously

"Thank you for your time, [Prospect's Name]. Whether now or later, feel free to reach out if you have any questions."

Pro Tips for Success:

- Smile while calling - it shows in your tone.
- Always listen more than you talk.
- Focus on helping, not selling.
- Respect their time. Keep it short and valuable.
- Follow up promptly if they agree to next steps.

Prepared for you by

Edmund Ee District

#LevelUp #WinTogether #Teamwork