

Sales Scripts

Battle-tested openers, objection responses, and closing language for calls, DMs, and in-person conversations. Steal the intent, not the words — learn why each line works, then say it like you.

COLD CALL OPENER

The 30-second version

COLD OPENER · 30 SECONDS

"Hi **[Name]**, this is **[You]** with **[Company]**. I'll be honest — this is a cold call, so I'll keep it to thirty seconds and then you can decide if it's worth any more of your time. I work with **[type of client]** who are wrestling with **[specific problem]**. I don't even know yet if that's you — but if it is, I've got a couple of questions that usually make it clear pretty fast whether I can help. Would you be open to that, or is now genuinely a bad time?"

Why it works: Naming the cold call disarms the listener, the 30-second cap lowers resistance, you lead with their problem instead of your pitch, and you hand them control twice.

VOICEMAIL

The one that gets callbacks

VOICEMAIL · UNDER 20 SECONDS

"Hi **[Name]**, it's **[You]** with **[Company]** — I'll be quick. I had one specific idea for **[their business or situation]** and wanted to run it past you. No pitch, just a thought. I'm at **[phone]** — that's **[phone again]**. I'll try you again **[day]** in case this gets buried. Thanks, **[Name]**."

Why it works: Under 20 seconds, one concrete reason to call back, your number said twice and slowly, and you remove the pressure by promising to follow up yourself.

FOLLOW-UP REWRITES

Kill "just checking in"

Every follow-up should carry a reason. Replace the dead line with the value-led version.

INSTEAD OF: "JUST CHECKING IN TO SEE IF YOU HAD ANY QUESTIONS."

"I ran across **[resource]** and immediately thought of our conversation about **[topic]** — sharing in case it's useful."

INSTEAD OF: "FOLLOWING UP ON MY LAST EMAIL."

"Last we talked, **[their goal]** was the priority. Has anything shifted on that front?"

Sales Scripts

INSTEAD OF: "WANTED TO TOUCH BASE."

"Quick one — are you still aiming to have **[outcome]** handled by **[timeframe]**? I've got an idea if so."

INSTEAD OF: "CIRCLING BACK ON MY PROPOSAL."

"No rush on the proposal — but I thought of one way to make it land better for **[their situation]**. Want me to send the tweak?"

PRICE OBJECTIONS

Never defend the number

"It's too expensive" is almost never about the number. Each response surfaces the real concern instead of arguing.

DIAGNOSE

"When you say it's more than you hoped — is it the number itself, or that you're not yet sure it's worth it? Those are two different conversations, and I want to have the right one."

REFRAME

"Totally fair. Can I ask — more expensive compared to what?"

ISOLATE

"Let's set the price aside for a second. If money weren't the question, is this the right fix for you? **[If yes:]** Good — then the money is just a logistics problem, and we can solve that together."

HONEST CLOSE

"I'd genuinely rather you not do this than do it and feel like it wasn't worth it. So tell me — what would make it obviously worth it to you?"

DISCOVERY CALL

The question bank

The best discovery calls are 80% listening. Ask, then get quiet.

OPEN THE DOOR

- "Before I say a word about what I do — what made you take this call?"
- "What were you hoping to get out of our time today?"

Sales Scripts

UNDERSTAND THE SITUATION

- "Walk me through how you handle **[area]** right now."
- "How long has it been done that way?"

FIND THE FRICTION

- "What's working about that — and what isn't?"
- "If you could wave a wand and fix one thing about it, what would it be?"

RAISE THE STAKES

- "If nothing changes, where does that put you a year from now?"
- "What's it costing you to leave it as-is — time, money, stress?"

DEFINE THE WIN

- "What would 'handled' actually look like for you?"
- "How would you know, six months from now, that this was a good decision?"

CLARIFY THE DECISION

- "Besides you, who weighs in on something like this?"
- "What happened the last time you tried to solve this?"

MONEY, SOFTLY

- "Do you have a sense of the budget you'd want to put against this — or should I walk you through typical ranges?"

The honest version

A script is a starting point, not a teleprompter. Read one word-for-word and people feel it. Learn the intent behind each line, then say it like you. If you're in a regulated field — financial services, insurance, healthcare — run client-facing language past compliance first.