

## B2B-Phone Script

### Cold Calling a Business by Phone:

Scenario: with contact name (I know who I want to talk with)

Hi, can I talk to \_\_\_\_\_.

This is Kevin with Family Heritage. How are you?

Don't rack your brain trying to figure out who I am - we haven't met yet. (HAHAHA!)

The reason I'm calling – I work with Family Heritage. We do some supplemental insurance plans for a lot of the businesses (insert who you are working with) here in Cedar Rapids.

The reason I was calling is to see if I can get on your calendar for 10 minutes, to shake your hand, show you what we do, and see if it might be a good fit for you.

I'm going to be in \_\_\_\_\_ tomorrow and Wednesday, which would be better for you for 10 minutes, tomorrow or Wednesday?

(Goal is just to get them to sit down.)

Objection...

What do you do?

What is Family Heritage

Supplemental?

Like I said I work with Family Heritage. We do supplemental plans for a lot of small to medium size businesses. Instead of like health insurance that pays doctors and hospitals, we do plans that pay money directly to a family when something happens health wise. Could be something simple like a broken bone, but also serious stuff like cancer, heart attacks, bad accidents... We do things a little different than other companies that do plans like this. To be honest, you might see value in this, and then again you might not, I just wanted to see if I could get 10 minutes on your calendar to introduce myself.

Can I catch you tomorrow or Wednesday for 10 minutes?

Scenario: without name (I don't who I should talk with)

I was wondering if you could point me in the right direction. My name is Kevin and I work with Family Heritage. We do some supplemental insurance plans for a lot of the businesses (insert who you are working with) here in Cedar Rapids.

I just wasn't sure who I should talk to regarding that for you guys?

Note: If 200+ people in company - HR director does it

If smaller company, CEO may do it.

Ask for help, play dumb.

Might be for you guys, might not. If so, we can talk through ways to make it available. If not, no big deal.