



25 Proven

Cold Calling Scripts

Break the ice to engage in genuine sales discussions and convert hesitant leads into scheduled appointments with these proven cold calling templates. Use them directly or adapt to your unique style and goals.

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Intro and segue

Use these openers to make a strong first impression, spark interest, reduce resistance, and guide the conversation naturally.

Quick intro + question

Use these when time is tight. It respects the lead's schedule while getting straight to the point.

“Hi [Name], this is [Your Name] from [Company Name]. I'll keep this brief. Can I ask how you're currently handling [pain point]?”

“Hey [Name], I know your time's valuable. Can I quickly ask how your team is approaching [problem] right now?”

Mutual connection

Use these scripts when a colleague, client, or mutual acquaintance has mentioned the prospect. Leaning on a shared contact builds instant credibility.

“Hi [Name], [Mutual Contact] suggested I reach out. We've worked with them on [solution], and I thought it might be useful to you, too.”

“Hey [Name], I was chatting with [Referral Name] recently and they mentioned you'd be a good person to talk to about [challenge].”

Choose-your-own-path opener

Use these to give the lead some control, which can reduce resistance.
It works well with curious or skeptical prospects.

“Hi [Name], I can keep this under 30 seconds. Would you rather hear why I’m calling or how we help [industry] teams like yours?”

“Hey [Name], I know cold calls aren’t always fun — want the quick version or the full context first?”

Compliment + bridge

Use this when the lead’s company has done something notable, like a new launch or recent growth. Everyone likes a little praise.

“I’ve been following [Company]. Love the work you’re doing in [specific area]. That’s actually why I reached out.”

“Congrats on the [recent milestone or award]! We work with teams like yours to help build on that kind of momentum.”

Gatekeeper rapport

Use these scripts when navigating assistants, receptionists, or office managers.
A friendly, respectful tone goes a long way.

“Hi there! I was hoping to speak with [Decision-Maker’s Name]. What’s the best way to catch them between meetings?”

“Hi! Maybe you can help me. I’m trying to connect with [Name] about [topic]. Do you know if they’re available this week?”

B2B SaaS

Use these scripts when selling software to teams or departments. They focus on time-saving, ROI, and solving clear pain points.

One-sentence value prop

Use these scripts for cold calls where time is limited and you need to hook interest fast. Make sure to include all key details in your script, but also keep in mind not to overwhelm

“Hi [Name], we help [job title] at [Company Name] save [X hours/dollars] each month using [Product Name]. Is that something you're exploring?”

“Hey [Name], we work with teams like yours to cut [specific pain] in half — thought it might be relevant.”

Pain-point question opener

Use this for surfacing needs that the prospect may not even realize they have. Directly start by addressing a pain point and build upon it.

“Are you still spending hours every month on [manual process]? That’s what we help teams automate.”

“Quick question: How much time does your team spend handling [pain point] manually right now?”

Use-case spotlight

Use this when you want to build relevance with a success story. Sharing a success story helps build credibility and get people interested quickly.

“We just helped [Similar Company] reduce [problem] by [X%]. Thought I’d share in case it’s helpful to you.”

“Other [industry] teams are using us to [solve issue]. Would it be helpful if I showed you how?”

Referral intro

Use this when a shared contact or satisfied client recommends you reach out. Mentioning the referral’s name can help build trust and increase the chances of success.

“[Mutual Contact] mentioned you’d be the right person to talk to about [project or pain point].”

“Hey [Name], [Referral Name] said you might be open to chatting about how we helped their team with [solution].”

Demo invite

Use this when you’ve sparked some interest and want to move them down the funnel. Share key details, such as duration and speaker name.

“If it’s useful, I’d love to show you a 10-minute demo. Would sometime this week work?”

“Would a quick walkthrough be helpful to see if this fits your team’s workflow?”

Industry-specific

Use these scripts to align your pitch with sector-specific needs and challenges. They are tailored to real-world outreach in key industries, helping you build trust quickly by speaking your lead's language.

Real estate “home status” call

Use this for reconnecting with homeowners or leads from older listings. It helps you revive conversations and gauge renewed interest in selling or buying.

“Hi [Name], I saw your home at [address] was listed a while back. Are you still considering a move?”

“I noticed your listing from earlier this year. Is that still something you're pursuing?”

Healthcare solution pitch

Use this when selling tools or services to clinics or healthcare practices. Focus on how your solution improves care quality, reduces admin work, or boosts patient engagement.

“We help clinics like yours cut no-show rates with automated SMS reminders. Is that something you're doing today?”

“Are you currently using any tech to reduce late cancellations or missed appointments?”

Finance-sector question

Use this for fintech or service providers targeting banks, advisors, or investment firms. These leads care about risk, compliance, and automation — keep it direct and data-driven.

“Quick question: How is your team currently tracking investment performance across portfolios?”

“Do you have a way to automate portfolio insights, or is that still a manual process?”

Retail pitch opener

Use this to position your product to win more repeat business. Retail leaders value tools that drive traffic, increase loyalty, or improve margins.

“We help stores boost repeat customers with smarter loyalty programs. Curious if that’s a focus this quarter?”

“Is customer retention something your team is investing in right now?”

HR recruitment script

Use this approach when pitching sourcing tools, recruitment platforms, or workforce solutions. Recruiters and HR pros are always looking to streamline hiring.

“Hi [Name]! Are you currently hiring for [role type]? We help HR teams cut sourcing time by 50%.”

“How are you currently managing outreach for hard-to-fill roles?”

Follow-up and reactivation

Use these scripts to re-engage leads after a touchpoint or period of silence. They're ideal for staying top of mind, adding value, and reviving interest without sounding pushy.

Post-event follow-up

Use this right after a trade show, conference, or networking event. It's a great way to turn warm interest into an actual meeting while the event is still fresh.

"Hi [Name]! I saw you attended [event] — curious what stood out most? I'd love to share how we're helping others in your space."

"Thanks for stopping by our booth! Want to see how we help teams like yours take the next step?"

Webinar attendee check-in

Use this for following up with someone who registered or attended your webinar. It keeps the conversation going and opens the door for deeper engagement..

"Thanks for joining our webinar on [topic]! Was there anything we covered that sparked ideas for your team?"

"Did anything in the session catch your eye? Happy to dive deeper or share a case study."

Dormant-client revival

Use this for past clients or prospects who went quiet. Check in, share updates, and see if their priorities have shifted.

“We connected a while back, and I wanted to check in. Has anything changed that makes it worth revisiting?”

“Hi [Name], just circling back. Any updates on [need discussed] since we last spoke?”

Value-add resource drop

Use this as a smart way to stay helpful without asking for anything. Great for nurturing leads with content that solves a pain point or sparks a conversation.

“I came across a guide on [topic] — thought it might help your team. Want me to send it over?”

“We just published a short checklist for [pain point]. I’m happy to pass it along if it’s helpful.”

Check in with the new tool

Use this when you’ve released a new product, feature, or update. It’s a timely reason to reach out and reintroduce your solution with fresh value.

“We just rolled out a feature that fixes [common issue]. I was wondering if you would want to see how it could help your team?”

“Have you seen our new tool for [process]? Happy to walk you through it if you’re curious.”

Objection and voicemail

Use these scripts to help you stay in control when things don't go as planned. Whether you hit a gatekeeper, get sent to voicemail, or face pushback, these templates help you stay professional and persistent.

Objection handling template

Use this when a prospect hesitates but doesn't shut you down. It helps you acknowledge their concern while gently moving the conversation forward.

"I hear you — timing's tricky. Would a five-minute overview next week work better?"

"Totally understand. Is it okay if I check back in after [Event or Timeline]?"

Time-management objection

Use this when a lead says, "I don't have time." Respond with empathy and a clear value-add. This approach works well to reframe the call as a time-saver, not a time-waster.

"That's exactly why I reached out. We help teams get that time back."

"Quick heads-up: We built this to save busy teams like yours 4–6 hours a week."

Voicemail drop script

Use this when the call goes to voicemail. Keep it short, helpful, and low-pressure while giving a clear reason to respond or check their inbox.

“Hi [Name], this is [Your Name] from [Company Name]. I’ve got a quick idea to help with [pain point]. I’ll follow up by email.”

“Just wanted to drop a quick note: We’re helping similar teams with [result]. I’ll send a message you can check out later.”

Gatekeeper redirect

Use this when you're blocked from reaching the decision-maker. This script helps you build rapport and gather key details for a smarter follow-up.

“Thanks for your help! What’s the best way to follow up with [Decision-Maker] later this week?”

“Would it be okay to send [Name] a quick note and loop back afterward?”

End-of-quarter urgency

Use this to create a sense of urgency without being aggressive. This is perfect when you have limited-time offers, access, or pricing to motivate quicker action.

“We’re wrapping up Q2 and still have early access slots open. Can I send you details?”

“We have end-of-quarter pricing through [Day]. Is it worth a quick look?”