

**Cold Call Script**

**Gatekeeper** – *get to who matters*

Ask for an owner or manager straight away. If not available ask to leave a message. Circle back in a few days

**The Pitch** – *plays to potential sale (endorphins)*

Ask about their services or products. Ask about details of cost. Get to know your potential customer.

The reason I ask is when I search for those services/products online your company is not coming up on the first page. Your competitors are getting over 66% of all the traffic on Google. We would like to put your company there instead. We have a proprietary method to move your competition down and you up to page one. Does this sound like something you could benefit from? More exposure on Google leads to more calls and obviously more sales. This is purely a numbers game and we do it well! The advantage to this is that you are at the finger tips of the people who need your services/products at the time they need them. Pay per click, Facebook ads, keyword bidding, radio and even TV cannot compare to the return on investment for our proprietary service focusing on Google local.

**Close the Deal** – *exhaust all options, don’t take a “NO” make a follow up appointment*

Not interested – have them watch the Avid video
Already using someone – Ask what their budget is and compare to our cost
They are number 1 – We can check your ranks and get back to you