TWO TRACK OPENER USED BY ASTRA CALLERS

EXAMPLE

Sample call script

Calm, short, never needy. The goal of a first call is a useful conversation, not a pitch. Adapted for each client.

Track A: busy decision maker

> Hi [Name], this is [Caller] calling for [Client].
> *(pause)*

> I know I am calling out of the blue. Is this a bad time, or can I have twenty seconds to tell you why I called?
> *(wait)*

> We work with [type of company] who are dealing with [problem]. I am not sure that is you, which is why I am calling.

> Is that something you are seeing, or not really?
> *(listen)*

> If yes: would a twenty minute call with [Client] next week be worth it? The goal is to see if there is a fit. If not, they will say so.

> If no: thanks for being straight with me. Is there someone else who handles [area]?

Track B: engaged prospect

> How are you handling [area] today?
> *Situation*

> What is the hardest part of that right now?
> *Problem*

> What does that cost you, in time, rework or missed orders?
> *Implication*

> If that were solved, what would it mean for you and your team?
> *Need payoff*

> Who else would be involved in a decision like this?
> *Buying group*

> Would it make sense to set up a call, with an agenda and a clear yes or no at the end?
> *Upfront agreement*

Gatekeeper

> Hi, I am hoping you can help me. Who looks after [area] there?

> Thank you. What is the best time to reach them?

Voicemail

> Hi [Name], [Caller] for [Client]. Calling about [problem] at [type of company]. I will try you again Thursday. My number is [number].

Not interested

> No problem at all. Would it be all right to check back in six months, or would you rather I did not call again?
> *Honour the answer on every channel*

Rules on every call

Say who you are and who you are calling for · Give notice if the call is recorded · Never invent urgency · Technical questions go to the senior seller · Log every do not call request the same day