# Sales Call Script

**Purpose:** This script is designed to guide sales representatives through a structured and effective sales conversation. It ensures that all key points are covered, helps identify client needs, and improves the consistency and success of sales calls.

## Caller Information

* **Sales Rep Name:** {repName}
* **Company:** {companyName}
* **Date of Call:** {callDate}

## Client Overview

* **Client Name:** {clientName}
* **Company Name:** {clientCompany}
* **Industry:** {industry}
* **Position:** {clientPosition}

## Call Introduction

Hello **{clientName}**, this is **{repName}** calling from **{companyName}**. I appreciate you taking the time to speak with me today.

• *Confirm that this is a good time to talk*  
"Is this still a good time for our call?"

## Objective of the Call

Today I’d like to understand more about your needs and challenges in the area of {productOrService}, and see if we’re in a position to support your goals.

## Discovery Questions

Please answer the following questions during the call:

{#discoveryQuestions}

1. **{question}**

{/discoveryQuestions}

## Tailoring Our Offer

Based on what you’ve shared, here’s how we can potentially help:

{#solutions}

* **{feature}**: {benefit}

{/solutions}

## Objection Handling

If the client expresses concern about **{objectionTopic}**, respond with:

*{objectionResponse}*

## Qualifying Information

|  |  |
| --- | --- |
| **Criteria** | **Details** |
| {#qualifications}{criteria} | {details}{/qualifications} |

## Next Steps

Before we wrap up, let’s outline the next steps:

{#nextSteps}

* {step}

{/nextSteps}

{#followUpRequired}

**Follow-Up:** A follow-up has been scheduled for {followUpDate}.

{/followUpRequired}

{^followUpRequired}

**No Follow-Up:** No follow-up required at this time.

{/followUpRequired}

## Call Summary

**Call Outcome:** {callOutcome}

**Notes:** {notes}