

Les Bons Mots

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Cold Call Script Template

A marble wholesaler calls a stone retailer to see if he is interested in buying marble from him to make countertops.

Objective: *Establish rapport and convince the prospect to agree to a meet-up*

*Mr. Grey,
the prospect:* Hello?

Guy Tremblay: Good afternoon Mr. Grey, my name is Guy Tremblay from Marbre-Quebec.

Pause

How are you doing today?

Prospect: I'm well, thanks. How can I help you?

Guy: I'm calling to talk to you about Italian marble. I can see from your website that you carry different kinds of marble, is that right?

Prospect: Yes, we do.

Guy: Great! So, I usually work with retailers that specialize in marble countertops. My customers are looking to get high quality Carrera marble from a reliable source, especially considering the current supply shortages. Does that sound like something that would interest your company?

Prospect: Oh yes, we're constantly looking for reliable suppliers.

Guy: Would you mind elaborating on that?

Prospect: Because of the pandemic, the supply chains are disrupted everywhere. Especially those shipping from overseas. It can be a bit frustrating when certain marble colours are back-ordered.

Guy: Oh yes, I hear you - and I'm certain we have the right solution for you. I'll be in your area next week Wednesday and Thursday. Would you be available one of those days to discuss our product in more detail?

Prospect: That sounds great. How about Thursday at 3pm in our showroom?

Guy: Wonderful, I'll be there. Thank you and have a nice day.

Prospect: You too.

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