



Lead Generation Cold Calling Script



Job Ninja: Hello, may I speak to _____.

Prospect: Yes, speaking (continue). If not a live person, goes to *Voicemail* (leave a message).

Voicemail: Hi, this is _____ from Job Ninja, was calling because you requested more information about _____. I would love to talk to you personally. Please call _____ at _____. Thanks. If party answers but not interested – “they say, Not Interested!” -- say “thank you, sorry about the inconvenience”. When ready to proceed and the party has confirmed “OK, continue”

Job Ninja: My name is _____ and I am calling from Job Ninja, how are you today?

Prospect: I am doing well, thank you. How may I help you?

Job Ninja: Thank you. You request for more information about _____ OR “how to start your own business” – and we wanted to get back to you. Are you still interested in _____?

Prospect: If No, I am not interested (“I understand-politely say thank you – call ends). If hurried, “Is it okay to send you some free information by email? “okay?” If Yes (continue) – we were hoping to share some information about _____. Can we have just a few minutes of your time?

Prospect: Sure (call phases from **“PRE-QUAL”** to everyday light conversation – **“SOFT SELL”**)

Job Ninja: Job Ninja is looking for Telesales Agent and Phone Dialers to help us develop lead generation campaigns for our business clients. Members of our team work remotely and we provide you with all of the tools and training you need to complete each project, the leads to call and phone scripts to use to contact the leads for each project. You can set your own hours and we pay weekly. Does it sound like something that you would like to do? (Open to answer questions). If prospect is “warm” to conversation talk casually about the service in detail. Open forum for Q&A (call phases from **“SOFT SELL”** to **“CLOSE”** the Sale Mode – register on site).

Prospect: Yes, can you send me some more information by email?

Job Ninja: Thank you for your time today. Can I confirm your email address _____? What is the best time to follow up with you [TOMORROW! or 2 Days]? Do you prefer for us to give you a call back during the day or evening to complete your registration and get started?

Prospect: You can call on _____ at _____. I should be home. (Schedule a callback).

Job Ninja: I am going to send this information to you by email now and I will schedule a callback for _____ (confirm information) at this number _____. Thank you.

Prospect: Thank you (wait for prospect to hang up).

"Three Phase Script": "PRE-QUAL" to "SOFT SELL" to "CLOSE".

(proven effective for thousands of leads)



How to Overcome your Fear of Cold Calling

Eliminate It Forever and Watch your Business Grow Fast.

Many small business owners realize from Day One that without good quality leads; their business simply will not grow and flourish. Telesales or telemarketing is the #1 organic lead generation marketing method available today. It outranks PPC Google Advertising, Mobile Ads, SEO and email marketing when taking into account the respective leads costs and conversion rates. We have worked on phone campaigns that generated a stellar 8% conversion (i.e. 8 prospects/100 leads). For the last eight years at eTrafficLeads, we have been involved in the Prospect Management of leads for online college recruitment and enrollment. It has been our main focus. Using our “Three Phase” Script and its basic mechanics of “**Pre-Qual – Soft Sell – Close**”, we have worked with over 10,000 leads for generating Qualified Prospects for online college admissions programs since 2006. The college admissions industry is highly competitive with many of the top schools paying \$250 - \$350 per a Qualified Prospect to get their \$55 - \$100 and enroll in their college. With Title IV Federal Financial Aid funding, the college stands to profit anywhere from \$8,000 - \$10,000 in student aid in 30 days from enrollment which goes directly to the institution in the first semester so colleges aggressively outbid each other for Qualified Prospects to maximize their profits. Switching gears for a second, you should know that the top network marketers for companies such as MOBE and Empower Network don't cold call leads – they only speak with **pre-called, qualified prospects**. The top earners outsource the initial calls to a 3rd party company such as eTraffic Leads so that they can focus on being more productive and closing more sales. It will help you avoid a lot of problems that small business owners encounter such as rejection, angry leads and abuse. If you want to get great results, start with a great script that incorporates productive mechanics of the winning call center protocol. Once you find a script that works for you, you can duplicate your success across the board with your entire team and then sit back and watch the momentum of your business grow tremendously. For more information about eTrafficLeads, go to:

<http://www.etrafficleads.com>