**Paul Connor Info Call & Cold Email Scripts**

**Information Call Script**

Hi this is (your name) from (your company), I was wondering if you could help me with a quick query.

(pause)

I’m looking for the person who deals with (your subject). Do you have any idea who that is? (they hopefully provide a name)

Wonderful, I just want to send (the name you were given) an email about how we have helped similar companies to (company’s name) (then your value proposition i.e. save money on their energy bills, get more clients etc.).

Would it be possible to get their email address please. (hopefully you receive their email address)

If you receive a no:

No problem. Do you know of anybody I could contact regarding this matter?

**Email Script 1**

Hi (name), I realised you are not using (your service/product i.e. state of the art boiler) which (the benefit of your offer i.e. can save you £200 per year on your heating bills). We have helped many companies similar to yours achieve (benefit i.e. saving hundreds of pounds on their heating bill) with our (service/product i.e. heat saving boilers).

Some of our clients include xxxx (only do this if you can confidently name some of your clients).

It will be great if you have time next week to have a quick chat to discuss how we can deal with this for you

**Email Script 2**

Hi (name), I’m trying to get in touch with the person who deals with (marketing, accounts, recruitment, training etc.). Additionally I have emailed X in your company to see if they can help.

I would like to send over some info about how (your company i.e. Ballsy Media) can (the benefit of your product/service i.e. increase your customer base dramatically) by using our (your product/service i.e. lead generating technologies).

We have already achieved great results for similar companies. Would it be possible to discuss this at some point next week?

**Email Script 3**

Good morning (name), (your business) is giving away free (product/consultancy/service) this week to show eligible (businesses) how to (the benefit of product/service).

Let me know if you have a few minutes to spare this week to make this happen.