

Cold-calling Script

In this scenario, your objective is to schedule an in-person introductory meeting with the prospect.

You: *Hi _____, I'm _____, the [District title] of Toastmasters International District [number]. How are you today?*

Prospect: *Hello, I am fine.*

You: *Congratulations on your company being _____. I just read about this in _____.*

I see that one of your major initiatives this year is _____, correct?

Prospect: *Yes, thank you. Our company is really focused on _____.*

You: *We specialize in working with companies like yours and we have helped with _____. Toastmasters has delivered consistent results with health companies such as Aetna, Aflac, Health Net Inc., Kaiser Permanente and others.*

Would you be interested in knowing how we could benefit your company?

Prospect: *Sure.*

You: *At Toastmasters, we focus on communication and leadership skills. With every Toastmasters meeting, employees learn how to better interact with one another to successfully organize meetings, facilitate quality meetings and tactfully evaluate fellow employees. Would you be interested in the other benefits Toastmasters could provide to your company?*

Prospect: *Sure.*

You: *I would be happy to share this with you if it is convenient now. Are you familiar with the Toastmasters club-meeting environment?*

If the prospect says no, offer a succinct explanation of what a club-meeting environment is and how it is beneficial.

If the prospect says yes ask questions to determine if a Toastmasters club is a good fit for their company.

You: *Would you be willing to offer a place for a club meeting to occur? How many employees do you have?*

If the prospect passes on these qualifications, offer to meet in-person to build the relationship further.

If the prospect doesn't pass, let them know that there are clubs in their local area and offer to send them information to promote Toastmasters internally.

You: It sounds like a Toastmasters club is a good fit for your company. Could we set a date for us to review some options in detail?

If the prospect agrees to set a meeting date, you have succeeded in meeting your objective. The next step is to follow up with an email explaining what to expect at the introductory meeting. It is important to be transparent and mindful of the prospect's time.

If the prospect seems hurried, ask for a convenient time to talk and call back at that time.

If the prospect does not seem interested, build interest by asking if you can send them an email with more information to review at their convenience.