

# The Cold Call Script

**Hey, is that the famous [name]?** (be confident and funny as it creates a point of difference and gets a laugh. Humor unlocks people's defenses.)

**[Name], its [your name from Business name].**

*(Create a connection point to build rapport. There are several examples of how you can do this listed here...)*

**Hey, I was driving past your [project site]. How's the project going....?**

**I saw one of your vans driving around this morning and thought of you....**

**I saw your post on [social media platform] about .....**

**I was talking to ..... and I didn't realise you were friends....**

**Hey, I was thinking of you this morning...**

**How are you doing?**

*(keep the rapport building small talk should be brief. The aim is to build connection and likeability).*

**Anyway, I should get to the point. The reason for calling is that I've got a favour to ask.**

**We've got a gap in our work over the next couple of weeks. I was wondering, do you have any [job type] work that you need help with that we could do?** *(keep quiet and let them respond).*

*(If yes, talk through the details. It may be jobs that you can do immediately or may be plans to price.)*

*(If no,)*

**No problem. Hey if you think of anything it would be great if you could let me know.**

**Have a great day.** *(finish strong)*