

Phone scripts we are using for cold calling businesses on the phone, cold call walk-ins to businesses, cold calling businesses, cold calling friends/family/business acquaintances.

Cold calling businesses on the phone:

Hello, may I speak with [salon owners name].

Hello [salon owners name], my name is [kendra akerman] does my name sound familiar?

[regardless of answer, play it off] Oh, ok I wasn't sure if you would have heard about me from fellow salon owners, we have been working with salons in the area to increase their revenue without increasing their overhead. I would love to show you how you can, can I set up an appointment to come in and show you?

[pushback- I'm too busy/I'm all set im successful with my business already] well that's great! This will work wonderful along side what you are already doing, the appointment takes about 30 minutes which is the estimated time it takes to do a haircut, so what other salons have been doing is just scheduling me in as if I'm getting a haircut that way it fits right into your schedule!

[well what are you selling, what products.. Etc] it's not a single product or service it's an overall business module. And it's best to show you with charts and graphs that I will bring that's why I want 30 minutes to sit with you and show you. Other salons in the area are having great results, and I would love to show you how to as well.

Hello my name is (xxxx)

Does my name sound familiar?

I live locally and am working with salons in the area.

I want 30 minutes of your time to show you how to increase your revenue without increasing your overhead.

What is a good day and time for an appointment?

Hi is (xxxx, owner) available?

This is (your name)

I know you weren't expecting my call.

I just want to take a second to tell you why I am calling and see if I can earn an appointment.

I have a new business in the area and can show you a way to increase your bottom line without increasing your overhead.

I would like an appointment for about 20 minutes to show you how you can do that.

Walk ins to businesses: Face to Face

Hi my name is (your name)

I know I don't have an appointment but is (owner's name) available?

All I want to do is see if I can earn an appointment if she has a second to see me.

Hi (owner) my name is (your name)

I know you weren't expecting me. What I'd like to do is schedule an appointment so I can show you a way that you can increase your revenue without increasing your overhead. Are you available Tues or Wed. next week?

Hi (owner) my name is (your name)

I know I don't have an appointment and I can see you are very busy. I am sure you keep your business options open and are always looking for a way to increase your revenue without increasing your overhead. All I want to do is schedule an appointment so I can show a way that you can do that.

Hi my name is (your name)

Are you the business owner?

Is the owner in?

Hi I live in the area and have been working with salons in this area to help them improve their revenue without increasing their overhead.

I want 30 minutes of your time to explain a business model to you.

What would be a good day and time for you?

Collecting Business Cards and calling on the phone:

Is this (name on the card)?

I know you don't know me but I live and work right here in town. I saw your business card on the board at (location).

I figured you must be looking for more business.

I have been working with similar business to show them how they can increase their revenue without increasing their overhead.

I promise I won't take much of your time but really think this would be of interest to you. Is there a day and time this week or next we can set an appointment?

Cold calling Friends/Family/Business Acquaintances:

Hi (name of person) It's (your name)

How are you? Oh good. Make some chit chat

I wanted to let you know I started a new business and I am so excited. It's very popular in Bedford and Boston and I am opening the market here in Portland. I thought of you and thought you might take a look. If you aren't interested you might know someone that would like to make some additional income.