

60 Sales Phrases that will make you sound like a native speaker



Cold Call

Cold call phrases

Introductory phrases for cold calls

- Hi, this is [name] from [company]
- Good morning this is [name] calling from [company]

That's it? Yep. Skip the "I just need 5 minutes of your time" or "I wanted to talk to you about a new offer".

How to answer the "this is not a good time" response

- No problem, would this time next week be any better?
- I will put a note in my calendar to try again in around a week.

Rapport phrases for cold calls

- I loved your LinkedIn post on [topic] from yesterday. I am completely on the same page as you. What was your inspiration for that piece?
- I loved the article you shared on [social network]. Are you currently experiencing any of the pain points that it mentioned?
- I listened to your interview on [name of podcast or radio show] and loved your point about [specific point]. Would I be right in assuming that marketing automation is something important to you?
- Wow, I see that you've been at [company] for around [X years]. How did you get started there?
- Congrats on your recent promotion. How is the new role?
- So, [prospect name], I see you went to [university]. How did you like it?

Examples:

- I loved your interview on the Growth Hackers podcast from last week. Am I right in assuming that marketing automation is something important to you?
- I loved your LinkedIn post on sales processes from yesterday. I am completely on the same page as you. What was your inspiration for that piece?

Notice how these phrases all end with an open-ended question statement.



Positioning phrases for cold calls

- I work with [job title] with teams of around [insert range]. My [job title] are typically looking to [insert key challenge]. Does that sound like you?

Elicit pain points:

- Tell me more about that.
- Could you expand on that a little?
- You mentioned [pain point]. Could you expand on that a little?
- Use the final phrase if it is hard to get them to talk freely.

Example

- - I work with marketing VPs with teams of around 10-15. My VPs are typically looking to make their reporting dashboards more effective. Does that sound like you?
- + Yes
- - Could you tell me a little bit more about that?
- +Well, our marketing dashboards are still manual. This is wasting us a lot of time at the minute.

Scheduling a discovery call

- What I'm hearing is [pain points] a major pain point for you. How about we book a discovery call to talk about that a little more?
- It seems that [pain points] are a major stumbling block right now. Would you like to book a discovery call to talk about that a little more?

Voicemail templates for cold calls

General voicemail message

Hello, this is Jason calling from Numbers Ltc.

I'm calling because I feel our product is an excellent fit for your current needs. I'd love to talk to you about [boosting your content marketing ROI].

My number is (your number) I'll also follow up with an email tomorrow, and I look forward to hearing what you think.

Have a great day. Goodbye!

Referral voicemail

Hey there, [Julia]. My name's [Anita] and I'm calling from [your awesome company].

[Jackie over at Numbers Ltc] reached out to me and suggested we touch base about working together. She thinks you'd be interested in learning a bit more about [your awesome company's product/service]. If you've got a minute this week, give me a call at [your number] and we can talk more about [boosting your marketing ROI] for [prospect's company].

I also sent you an email with a little more information about our [product/service]. Looking forward to hearing from you [Julia]! Thanks, bye.



The “I’m in town voicemail”

Hey [name],
I’m actually going to be in San Francisco in three weeks on business and have a few hours of downtime on Thursday and Friday.

Do you have 30 minutes to connect on either day? I hear your offices are pretty cool and it’d be great to finally meet in person.
Best, [YOUR NAME]

Example of an ideal cold call script

Intro: Hey this is Daniela, I’m calling from Numbers Ltd. (pause

- Ok. Hi Daniela, have we met before?

Rapport: Actually, not yet. I was just reading your latest article about reporting transparency on LinkedIn and loved it. What was your inspiration for that?

- My inspiration was from my past experiences as a marketing leader. May I ask why you’re calling?

Positioning: Ok, that’s interesting. Well, I actually work with marketing leaders with teams of around 10. Usually, they want to have greater transparency when it comes to reporting. Does that sound like you?

- Yes, I am in that category.

Could you tell me a little more about your main challenges?

- Well, mainly it’s reporting dashboards. I want to automate the whole process in the next 12 months.

Scheduling a discovery call: So I’m hearing that reporting is a major pain point for you. As I mentioned, I work with marketing leaders looking to automate reporting. I would love to schedule a discovery call to go into more detail. Do you have a 30-minute slot in the next week or so?

- I have a slot next week on Wednesday.

Ok, great I will send an invite. Thanks for your time.



Follow Up/Discovery Call

Follow up call / Discovery call vocabulary and questions

General

- Tell me about your company.
- Tell me about your role. What do you do day-to-day?

Goals and KPIs

- What metrics are you responsible for?
- Tell me about your goals (financial, customer-related, operational)
- How will this solution make your life better?
- What are your organization's goals for the year?
- If you implement this solution, how do you hope things are different in one year?

Problems

- What problem are you trying to solve?
- Are you having problems in (pain point)?
- What's the source of that problem?
- Why is it a priority today?
- Why hasn't it been addressed before?
- What are your primary roadblocks to implementing this plan?

Time

- When do you need to achieve these goals by?
- What's your timeline for implementation?

Money/Budget

- Is this problem funded?
- Have you purchased a similar product before?

Solutions

- What do you think could be a potential solution? Why?
- What would a successful outcome look like?
- If you didn't choose a product, do you have a plan in place to address this problem?

Planning/Process

- What's the process for actually purchasing the product once you decide on it? Are there legal or procurement reviews?
- Do you have written decision criteria for choosing a vendor? Who compiled these criteria?
- Each company has a slightly different focus when qualifying prospects. But, in general, it is worthwhile asking at least one question from each category.



Emails

How to craft beautiful sales emails

First touch email templates - Generic sales email

Hi [NAME],

I am writing hoping to find the appropriate person who handles (marketing at Numbers Ltd). I also wrote to [PERSON A, PERSON B, AND PERSON C] in that regard. If it makes sense to talk, let me know how your calendar looks.

Letters Ltc offers clients all-in-one customer support software. As an industry-leading product, we have helped decrease clients' mean time to resolve by 5%. Some clients include(A, B and C).

Optional - I have attached our most recent case study where we decreased MTTR by 8%.

If you are the appropriate person to speak with, what does your calendar look like? If not, who do you recommend I talk to?

Thanks,
[Signature]

Responding to prospect questions email template

Hi Maria,

It's really nice to hear from you! Thank you very much for thinking of us. I appreciate the questions. There are few possible answers to your questions. I want to make sure I'm giving you accurate information. Would you mind if we spent just 10 minutes over the phone?

Warmly,
Rachel

Voicemail follow-up email

Hi Bob,

Sorry I missed you on the phone today, I was calling because (I wanted to talk about your content marketing ROI/we met briefly at the SMX conference last month).

In my voice mail, I mentioned that I would call you back on [date] at [time] and of course you can always reach me before then at [your number].

I look forward to connecting.

Cheers,
[Your name]



Closing Phrases

11 killer closing phrases with explanations

1. It looks like we've answered all the questions. Shall we move forward with this?

Variation: It looks like we have covered all your concerns. Shall we move forward with this?

2. Is there any reason if we gave you the product at this price, that you wouldn't do business with our company?

This type of phrase is sometimes called a reverse close. It elicits a "no" response, which is an indirect agreement to the contract. However, if the prospect answers yes, they give you the objections that still need to be addressed without walking away from the deal.

3. If we could find a way to deal with [objection], would you sign the contract on [set period in time]?"

This follows on from the phrase above. If you know that your company can deal with the objection raised, this turns a negative into a positive.

4. It seems like [product] is a good fit for [company]. What do you think?

This phrase highlights all of the benefits you have discussed up until this point. By asking for the opinion of the client at the end, you make the statement sound genuine.

5. If we throw in [freebie], would that convince you to sign the contract today?

Sometimes a deal-sweetener is all that is needed to close a deal.

6. Taking all of your requirements and desires into consideration, I think these two products would work best for you. Would you like to go with [A] or [B]?"

This phrase subtly offers two alternatives and takes the "no" off the table altogether. The idea is that it is less likely that a prospect will say "no" to everything.

7. Why don't you give it/us a try?"

This phrase makes the contract sound like less of a commitment and more of giving something a try.

8. "If you sign the contract today, I can guarantee we can do [special request the buyer asked for]. How does that sound?"

This is very similar to 3. but with a change of timeframe. This phrase says that after they sign, you will take care of their objection.

9. "I know you said you need to have a solution in place by [date]. Working backward from that day and factoring in implementation and training time, it looks like we'd need to have a signed contract by [date] in order to meet that deadline. Can you commit to that signing date?"

Shorter version: Based on your deadline of (), working backward, we would need to have a contract signed by (date). Is that doable?

10. Ready to move forward? I can send over the contract right now.

Variation: If you're ready to move forward, I could send over the proposal right now

11. You're interested in X and Y features, right? If we get started today, you'll be up and running by [date].

This phrase encourages the potential buyer that the sooner they commit, the sooner their life will be easier once they are up and running.



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Let's
talk!