

ABM Telemarketing Scripts for Cold Calling Key Software Personas

SOFTWARE

**callbox**

LEAD MANAGEMENT SOLUTIONS



Introduction

Account-based marketing (ABM) requires connecting with different stakeholders involved in a purchase and making sure that messaging is tailored to each person's role. This is why outbound calls play a critical part in the success of ABM activities. No other channel enables personalized, one-on-one engagement like outbound calls.

In this resource, we've compiled sample call scripts crafted for the four primary buyer roles involved in a typical IT/software buying process. We've also included detailed buyer persona profile templates for each stakeholder group.

The buyer roles covered in the samples include:



CHAMPION

Your best advocates
in an account



INFLUENCER

Holds a huge sway over others due to their
authority or expertise



RATIFIER

Stakeholders that need to have specific concerns
resolved before greenlighting a purchase



ECONOMIC BUYER

Stakeholders who have the final say
in the purchase

These sample buyer profile templates and call scripts are based on an ABM program that targets potential buyers of HRIS platforms. The HRIS buying process is an ideal example for showing how personalized messaging works in ABM since these solutions often require engaging a complete set of multiple buyer personas to close a deal.

I. Telemarketing Script for Champion





What are Champions?

Champions are contacts in a target account who stand to benefit the most from your solution. That's why they tend to be your biggest advocates in the company. These are typically end-users and managers of teams and departments that directly use your software.

SAMPLE CONTACT PERSONA

Champion

I. Job Title / Professional Info

- HR Director
- HR Manager
- HR Analysts
- Accounting and Payroll
- Benefits

II. Demographics

- Early to mid-career
- Communicates via phone, email, social media
- Reads HR-related blogs

III. Goals and Pain Points

- Improve efficiency
- Save valuable human resource hours,
- Attract top talent
- Promoting employee engagement
- Streamline processes, policies and workflows

IV. Preferred Resources

- Online tutorials
- Blog articles
- User manuals
- Case studies

COLD CALL SCRIPT

Champion

Introduction	<p>This is {NAME} from {COMPANY}.</p>	<p><i>Tip: Pause, don't rush. Let your prospect think (it sounds like they know you)</i></p>
Establish Rapport	<ul style="list-style-type: none"> • I've had my eye on {COMPANY} for a while now... • Congrats on your recent funding... • I see that you're connected with John 	<p><i>Tip: Ask a question, talk about a recent company announcement, reference a common connection, etc.</i></p>
Create Curiosity / Leverage Pain Points <i>Brand positioning statement</i>	<p>HRIS/HRM Systems</p> <p>I work with HR managers across different industries who are looking to solve issues like:</p> <ul style="list-style-type: none"> • Automating manual processes and spreadsheets • Reducing time spent on admin and paperwork • Improving workforce visibility and metrics • Streamlining the recruitment process • Syncing payroll, employee benefits, timekeeping, and performance management <p>Does this sound like you?</p>	
Probing Questions	<ul style="list-style-type: none"> • Tell me more about your current system • Which tools are you using to help you with {SPECIFIC HR PROCESS}? • What's the biggest problem you're facing with your current system? • How is it impacting your {HIRING/TURNOVER/RETENTION/OTHER HR METRICS}? • What are you currently doing to address the problem? 	
Wrap It Up	<p>That sounds like many of the things we've helped our customers deal with in the past. My team has actually worked with {OTHER COMPANY} on implementing an HRIS system that {MIGRATED THEIR MANUAL WORKFLOW/REDUCED TIME SPENT ON ADMIN BY 50% / OTHER BENEFIT RELATED TO ANSWERS IN PROBING QUESTION}</p> <p>Could we book {X MINUTES} later this week to find out how we can help you with your {BIGGEST HR PROBLEM}?</p>	<p><i>Tip: Before continuing, summarize the contact's answers to show you're actually paying attention.</i></p>

II. Telemarketing Script for Influencer





What are Influencers?

These are stakeholders that guide and steer the purchase process by virtue of their authority or position. Internal influencers usually include C-level executives, line-of-business (LOB) owners, and other senior roles.

SAMPLE CONTACT PERSONA

Influencer

I. Job Title / Professional Info

- CEOs
- VPs
- Directors

II. Demographics

- Early to mid-career
- Communicates via phone, email, social media
- Reads HR-related blogs

III. Goals and Pain Points

- Short-term and long-term organizational growth
- Concerned about the availability of key skills/talent
- Has issues with over-regulation (e.g.: regulations around compensation, data protection or financial reporting)

IV. Preferred Resources

- Tradeshows
- Industry publications
- Whitepapers
- Case studies

COLD CALL SCRIPT

Influencer

Introduction	<p>This is {NAME} from {COMPANY}.</p>	<p><i>Tip: Pause, don't rush. Let your prospect think (it sounds like they know you)</i></p>
Establish Rapport	<ul style="list-style-type: none"> • I read on your LinkedIn that you spoke at {EVENT} -- really impressive. Do you have any future speaking events lined up? • Congratulations on {RECENT COMPANY ANNOUNCEMENT}! How long was that in the works? • I was browsing your company's site when I came across the blog. I loved {YOUR/YOUR COWORKER'S/YOUR CEO'S} post about {TOPIC}; what do you think about {RELATED TOPIC}? 	<p><i>Tip: Ask a question, talk about a recent company announcement, reference a common connection, etc.</i></p>
Create Curiosity / Leverage Pain Points <i>Brand positioning statement</i>	<p>HRIS/HRM Systems</p> <p>I work with companies across different industries with [X TEAM STRUCTURE/GOALS]. My customers are typically looking to:</p> <ul style="list-style-type: none"> • Improve organizational effectiveness by adopting/leveraging newer technologies • Build a high-quality, active HR environment • Improve workforce management to maximize employee efficiency and productivity 	
Probing Questions	<ul style="list-style-type: none"> • Is improving your HR processes a priority for you right now? • What are your other organizational priorities and goals? • How does improving your HR management process take you closer to your business goals? • Is your current HR process enabling or keeping you from meeting these goals? • Does this affect other parts of the business? 	
Wrap It Up	<p>That's similar to what my team did for {OTHER COMPANY}. We helped them implement an end-to-end HRIS system that improved talent retention and helped them keep key people they need for a planned expansion.</p> <p>Could we book {X MINUTES} later this week to see how well our solution fits with your {MOST IMPORTANT BUSINESS PRIORITY}?</p>	<p><i>Tip: Recap key points of the contact's answer before continuing. Then give a short summary how your solution is/was able to address the contact's goals/pain points.</i></p>

III.

Telemarketing Script for Ratifier





What are Ratifiers?

Ratifiers are prospects who have special concerns such as technical feasibility, regulatory compliance, and contractual terms that need to be met before approving a purchase. These stakeholders are typically CTOs, IT directors, risk/compliance officers, and corporate legal officers.

SAMPLE CONTACT PERSONA

Ratifier

I. Job Title / Professional Info

- CTO
- CIO
- IT Director
- IT Manager

II. Demographics

- Early to mid-career
- Communicates via phone, email, and social media
- Prefers specialized content

III. Goals and Pain Points

- Concerned about keeping up with developments in data privacy
- Regulatory compliance, technical feasibility, and security

IV. Preferred Resources

- Webinars
- Analyst reports
- Whitepapers
- Detailed product guides
- Case studies

COLD CALL SCRIPT

Ratifier

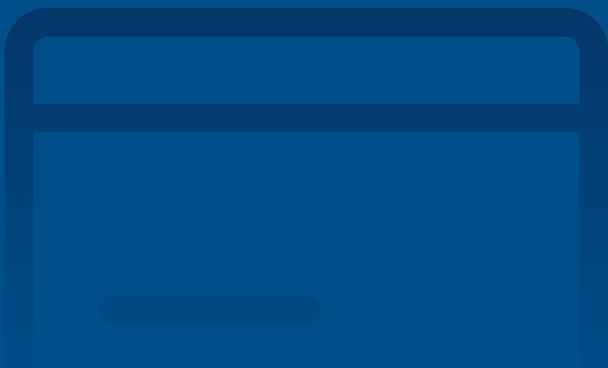
Introduction	This is {NAME} from {COMPANY}.	<i>Tip: Pause, don't rush. Let your prospect think (it sounds like they know you)</i>
Establish Rapport	<ul style="list-style-type: none"> I've had my eye on [COMPANY] for a while now... Congrats on your recent funding... 	<i>Tip: Ask a question, talk about a recent company announcement, reference a common connection, etc.</i>
Create Curiosity / Leverage Pain Points <i>Brand positioning statement</i>	HRIS/HRM Systems My team has work with IT managers across different industries on HRIS implementation projects that cover: <ul style="list-style-type: none"> Configuring the HRIS system for optimal functionality Integrating the system with other business processes Migrating their existing data Ensuring data security and information privacy Setting up business continuity and disaster recovery plans 	
Probing Questions	<ul style="list-style-type: none"> Tell me more about your current system What do you like about your current HRIS solution? What are the IT challenges you're experiencing with your current HRIS implementation? What is important to you in finding a solution to this? What are your top three requirements that this solution just has to have? 	
Wrap It Up	So what I'm hearing is that your current system {PROBLEMS WITH CURRENT HRIS} and you want an HRIS solution that {KEY UNMET REQUIREMENTS}. That's very similar to what we did for {OTHER COMPANY}. Could we book {X MINUTES} later this week to walk you through how my team can help you with {KEY REQUIREMENT}?	<i>Tip: Summarize key points from contact's response and cite related situation where your solution meets their goals/pain points.</i>

IV.

Telemarketing

Script for

Economic Buyer





What are Economic Buyers?

These decision makers give the final go-ahead for purchasing your solution and typically control the purse strings. Economic buyers commonly include CFOs, finance directors, controllers, and other decision makers that act as gatekeepers of the budget.

SAMPLE CONTACT PERSONA

Economic Buyer

I. Job Title / Professional Info

- CEO
- CFO
- Finance Director / Manager
- Controller

II. Demographics

- Mid- to late career
- Uses phone and email extensively
- Consumes both digital and print media

III. Goals and Pain Points

- Reduce overheads or other costs of key business processes
- Worried over growth pains
- Expressing concern that staffs don't have the skillsets to support newer demands

IV. Preferred Resources

- Industry publications
- Whitepapers
- Case studies

COLD CALL SCRIPT

Economic Buyer

Introduction	<p>This is {NAME} from {COMPANY}.</p>	<p><i>Tip: Pause, don't rush. Let your prospect think (it sounds like they know you)</i></p>
Establish Rapport	<ul style="list-style-type: none"> • I read on your LinkedIn that you spoke at {EVENT} -- really impressive. Do you have any future speaking events lined up? • Congratulations on {RECENT COMPANY ANNOUNCEMENT}! How long was that in the works? • I was browsing your company's site when I came across the blog. I loved {YOUR/YOUR COWORKER'S/YOUR CEO'S} post about {TOPIC}; what do you think about {RELATED TOPIC}? 	<p><i>Tip: Ask a question, talk about a recent company announcement, reference a common connection, etc.</i></p>
Create Curiosity / Leverage Pain Points <i>Brand positioning statement</i>	<p>HRIS/HRM Systems</p> <p>I work with companies across different industries with [X TEAM STRUCTURE/GOALS]. My team has helped them implement HRIS platforms that:</p> <ul style="list-style-type: none"> • Lowered HR department costs by X% • Improved tracking capabilities for payroll and employee benefits expenses • Cut employee churn and corresponding hiring costs by Y% • Realized an overall ROI of Z% 	
Probing Questions	<ul style="list-style-type: none"> • How is your current HR process doing in terms of budget and costs? • How much is the issue/problem costing you in time/money/resources/staff/energy? • What kind of return or payoff will you be looking for if you get a successful resolution of the problem? 	<p><i>Tip: Try to learn about how their current HR management processes impact budget/spend</i></p>
Wrap It Up	<p>That's what {OTHER COMPANY} also faced when we first started working with them. Could we book {X MINUTES} later this week to walk you through how we found the right HRIS platform for them?</p>	<p><i>Tip: Recap key points from contact's earlier response and briefly mention how your solution addresses his/her needs.</i></p>

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