

Sales Script for Calls

Copywriting Portfolio



1. Opening & Introduction (Build Rapport – 2 min)

📞 *"Hey [Prospect's Name], this is [Name] from The Good Shepherd Consultations. We are a firm who primarily consults with local, small businesses. How's your day going?"*

(Engage in some form of rapport building, talk authentically and honestly, do not be in a rush to sell. Once the prospect has indicated they are ready to get to business - Pitch.

"I appreciate you taking the time to speak with me - The reason for my call is to learn more about your business and understand if there are any marketing or sales challenges your company might face. At Good Shepherd we are experts in digital solutions, strategy consultations, and content creation services for small businesses. I was hoping to get your email address so I could forward our portfolio of work and our website so you can see what kind of work we do. And if it looks good to you, I would love to schedule a follow up call or even a FREE introductory consultation to see how Good Shepherd can help your small business succeed.

Sound Fair Enough?

(Get confirmation before moving forward.)

2. Discovery Questions (Identify Pain Points – 5-7 min)

"To start, I'd love to learn more about your business."

Business Overview:

- Can you tell me a little about your business? (Industry, target audience, services/products)
- How long have you been in business?

Marketing & Digital Presence:

- How are you currently attracting customers?
- Do you have an online presence—website, social media, email marketing?
- What's working well, and what do you feel is missing?

Sales & Marketing Strategy:

- Do you have a structured marketing plan, or are you handling things as they come?
- What's been your biggest struggle when it comes to increasing sales or engaging your audience?
- Are you using paid ads or relying more on organic marketing?

Content & Messaging:

- How are you currently handling content creation? (Website copy, social media, blogs, email marketing, etc.)
- Do you feel your messaging is effectively connecting with your audience?
- Would more engaging content help you stand out?

Goals & Challenges:

- If you could change one thing about your marketing or sales approach, what would it be?
 - Where do you want your business to be in the next 6-12 months?
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3. Positioning The Good Shepherd's Services (5 min)

"Thanks for sharing that, [Prospect's Name]. Based on what you've told me, I see some opportunities where we can help."

Tailored Pitch:

"At The Good Shepherd, we work with small businesses like yours to modernize their marketing, strengthen sales strategies, and create high-quality content that drives engagement and conversions. Here's how we can help:"

- **Marketing & Digital Solutions** – We optimize your online presence with social media management, email marketing, and digital advertising to drive customer engagement and conversions.
- **Sales & Marketing Strategy Consulting** – We help refine your approach to attract the right customers, improve sales processes, and increase revenue.
- **Copywriting & Content Creation** – We create high-quality content, including website copy, blogs, social media posts, and email marketing campaigns that connect with your audience and build brand authority.

"Would you be interested in a more in-depth discussion on how we can tailor these solutions to your business?"

(If yes, move forward.)

4. Offer Next Steps (Closing – 3 min)

Propose Free Consultation

"The next step would be to schedule a free consultation where we'll assess your current marketing and sales efforts and begin to outline a plan tailored to your business. This first session is completely FREE and you'll walk away with clear, actionable insights."

"Would [specific date/time] work for you, or would another time be better?"

(If they hesitate, address objections and reinforce the value.)

(Reinforce FREE consultation that offers worksheets and deliverables tailored to their small business.)

5. Wrap-Up & Confirmation

"Great! I'll send you a confirmation email with the details. Before we wrap up, do you have any questions for me?"

"I am Looking forward to helping your business grow. I can't wait to talk soon!"

Sales Call Schedule

1. Cold Open
 2. Warm Follow-Up
 3. Schedule Free Consultation
 4. Schedule Full Schedule of Consultation Services
 5. Follow-Up on Value Offering - Loop & Up-Sale on other premium services
 6. Retain & Build Loyalty
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Standard Operating Procedures when on Cold Calls

1. Listen Intently
2. Respond Authentically
3. Take notes for future calls
4. Relationship First - Sales Second
5. Address Concerns, Don't be pushy
6. Focus on Value Offering at every step

At the end of the day GSCI - It's our mission to help small businesses succeed.

How do we do that?

We create value for our customers so they can save time and make more money.