

CALL SCRIPT

Inquiry Follow-Up Call

This free script can guide you during an initial lead inquiry follow-up call. Make sure that your call:

- *Includes a proper introduction*
- *Responds to the inquiry*
- *Explores the relationship*
- *Asks for the appointment*
- *Sells your company*



INTRO

"Hi *(Lead Name)*, this is *(Your Name)* calling from *(Company Name)*! I'm calling to follow up about some information you shared on our website."

FEATURE INQUIRY

"Looks like you submitted an inquiry about *(Product or Service)*. Is that correct?"

Real quick, in case we get disconnected, can I confirm your number is *(Phone Number)*? Great, thanks. So what was it about *(Product or Service)* that caught your eye? Were you looking at anything else?"

EXPLORE THE SITUATION

"Thanks for that information, *(Lead Name)*. To ensure that I'm providing you the most relevant information, I have a few quick questions:

- What are you currently using instead of *(Product or Service)*?
- What's your timeline for making a decision?
- Are you looking anywhere else?"

ASK FOR THE APPOINTMENT

"Thanks for that information. Based on what I've heard, I'd recommend that *("we get some time on the calendar/you visit our location")* as a next step. I've got a clear sense of *("how we can help/the product you want")*. Plus, there are a few other *("ideas/products")* to run by you. Are you available later today? Or tomorrow?"

SELL YOUR BRAND

"In that appointment, you can expect *(Outline What Will Occur)*. Typically, we hear from customers that *(2-5 Benefits of Buying from You)*. I'm looking forward to working with you and seeing how we can achieve those kinds of results for you. Talk to you at *(Appointment Time)*. Thanks again *(Lead Name)* for getting in touch!"



Improve Sales Performance with Professional Sales Coaching

For sales-focused organizations, optimizing rapid lead response and implementing active coaching can be transformative.

CallDrip exists to help your team quickly and confidently connect with prospects at the peak moment of interest. Professional sales coaching helps ensure that your team is always improving.

Every subscription to our sales coaching software includes:

- Create **custom KPIs** to measure your team's performance
- Review your **built-in Coaching Scorecard** to track and manage progress
- Conduct **self-directed coaching** with call recordings and notes
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Looking for more personalized, hands-on sales coaching? Our professional services team provides customized sales coaching. If you're interested, a member of our team will be happy to share more information. Book your intro call here.

