

# Cold Call & Discovery Framework

Outbound Calling Script for SDRs to Book AI Demo Meetings

**THE GOAL:** You are not selling the software on this call. You are selling a 10-minute meeting. Focus on the pain (lost leads/wasted time) and drive directly to the "Magic Moment" demo.

## 1. THE INTRO & PATTERN INTERRUPT

*Tone: Upbeat, confident, slightly rushed. Break their typical mental pattern of a telemarketer.*

"Hi **[Prospect Name]**, this is **[Your Name]** with **[Your Brand Name]**.

Look, I know I'm catching you totally out of the blue. Do you have 30 seconds for me to tell you exactly why I called, and then you can tell me to hang up?"

**If they say "I'm busy":**

"I completely understand. I'll make it 15 seconds. [Jump directly to The Hook]."

## 2. THE HOOK (THE OBSERVATION)

*Tone: Observational and helpful. You are diagnosing a gap.*

"The reason for my call is we were doing some research on **[Company Name]**, and we noticed your website gets a solid amount of traffic... but there is no instant engagement tool for your visitors.

Meaning, if someone lands on your site at 8 PM with a question, they hit a dead end."

### 3. THE VALUE PROPOSITION & PAIN PROBE

*Tone: Authoritative. Pausing after the question to force them to answer.*

"We help companies in **[Prospect's Industry]** automate up to 70% of routine inquiries—without losing the human touch—so your team doesn't have to manually answer the same questions all day.

Curious... right now, how is your team handling website leads that come in after hours or on weekends?"

*\*Listen actively. Let them complain about their current process or admit they have a gap. Agree with their pain.\**

### 4. THE CLOSE (THE MAGIC MOMENT PITCH)

*Tone: Presumptive and low-friction. Emphasize that it takes zero effort on their part.*

"That makes complete sense. Look, I don't want to take up your whole day right now.

I actually have a 10-minute window this **[Thursday/Next Day]**. I'd love to just share my screen and show you a live demo AI bot that I've *already trained* on your own website's data.

Does morning or afternoon usually work better for you to take a quick look?"

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## Bonus: The 15-Second Voicemail Drop

*Don't sell on a voicemail. Create curiosity.*

"Hi **[Name]**, it's **[Your Name]** with **[Your Brand Name]**.

I was on the **[Company Name]** website this morning and noticed a gap in how your after-hours leads are being handled. We help companies fix this instantly using custom AI.

I'll shoot you an email with the subject line 'Your Website'. Check it out when you have a second. Thanks!"