**Cold Calling a Business by Phone:**

**Scenario: with contact name** (I know who I want to talk with)

Hi, can I talk to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

This is Nathan with Family Heritage. How are you?

Don't rack your brain trying to figure out who I am - we haven't met yet. (HAHAH!)

The reason I'm calling – I work with Family Heritage. We do some supplemental

insurance plans for a lot of the businesses (insert who you are working with) here in

Belle Plaine.

The reason I was calling is to see if I can get on your calendar for 10 minutes, to shake

your hand, show you what we do, and see if it might be a good fit for you.

I’m going to be in \_\_\_\_\_\_\_\_ tomorrow and Wednesday, which would be better for you

for 10 minutes, tomorrow or Wednesday?

(Goal is just to get them to sit down.)

**Scenario: without name** (I don't who I should talk with)

I was wondering if you could point me in the right direction. My name is Nathan and I

work with Family Heritage. We do some supplemental insurance plans for a lot of the

businesses (insert who you are working with) here in Sacramento.

I just wasn't sure who I should talk to regarding that for you guys?

Note: If 200+ people in company - HR director does it

If smaller company, CEO may do it.

Ask for help, play dumb.

**If they object:**

Might be for you guys, might not. If so, we can talk through ways to make it available. If not, no big deal, just wanted to briefly show you what I do.