Cold Call Script Diagramming Worksheet

This Resource Corresponds with Chapter 13 of *The Secrets to Cold Call Success* by Paul M. Neuberger

Once you understand the strategy behind all five parts of the cold call script, creating your own personalized text is as easy as filling in the blanks: 1 + 2 + 3 + 4 + 5. When you have an exact formula on how to conduct your cold calls, the process becomes incredibly simple.

Sometimes salespeople focus so much on the storytelling aspect of their script that they inadvertently deviate from my proven methodology. They end up with a script that doesn't follow all the rules, which means it isn't going to work as well as it should. To safeguard against that, consider each of the five building blocks of the cold call script independently.

In this worksheet, you will see the five parts of the script broken down individually, along with the top priorities for each part. This will help you focus on crafting a world-class message for each building block and making sure your script follows all the rules.

Jot down ideas for your cold call script in the following pages.

The 5 Building Blocks of the Cold Call Script:

1 – The Assumptive Greeting

- One sentence followed by one question

- The sentence should omit all four aspects of self-incrimination: your name, your organization's name, your job title, and the reason for your call

- The question should be assumptive in nature

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2 – The Attention Trigger

- One sentence

- Flip the script

- The POI should be asking themselves, "Who is this?"

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3 – The Value-Add Proposition (VAP)

- One sentence

- Includes the word "might" or one of its synonyms

- Gives something where the POI benefits first—not you

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4 – Establish Credibility

- Two sentences

- First sentence explains why you are offering this VAP today

- The second sentence gives your Why or your organization's Why

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5 – The Call to Action (CTA)

- One sentence

- Statement—not a question

- Informal

- Rule of three

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