

Phone Scripts for Generating Leads

Example 1: Day Care

Cold Calling Script

Hello, my name is **[your name]** and I'm calling from **[your company's name]**, we are a cleaning company who specialize in cleaning daycares like yours. Do you currently use a cleaning service?

If they answer "Yes"

When is the last time you searched for a cleaning company and checked pricing?

We understand that daycares like yours require a special cleaning and we have an approach that fits within the budget of other daycares. I'd love to talk to you about how we can help you save money on your cleaning services.

Would you have the time for a 15 minute meeting **[enter date/time]**?

If they answer "No"

We understand that daycares like yours require a special cleaning and we have an approach that is helping other daycares in the city. I'd love to talk to you about how we can help save you time at the end of each day with our cleaning services.

Would you have the time for a 15 minute meeting **[enter date/time]**?

Voicemail Script

It's **[your name]** from **[your company's name]**. My number is 555-555-1234. We're a bonded commercial cleaning company here in **[your city]** that specializes in cleaning day cares. We understand that daycares like yours require a different type of cleaning and we have a process that meets the budget for other daycares like yours that we service.

I'd love to talk to you about how we can help you save money on your cleaning services. You can reach me at 555-555-1234. If I don't hear from you about a more convenient time to talk, I'll follow up with you on **[day] [morning/afternoon]**.

Follow-up Email (if requested)

Hi **[their name]**,

As requested, here is a little information about **[your company's name]** for your reference should you need a reliable and professional cleaning service for **[their company name]**. Like I mentioned, we specialize in daycares and have a flexible approach that leverages technology to provide you with excellent service within your budget.

We are not your typical cleaning company. Here are 3 core reasons why we are different:

1. We focus on our cleaners so that they can focus on you

Finding the perfect cleaner can be a real challenge. **[Your company's name]** spends a tremendous amount of time finding, training and retaining the best cleaners the industry has to offer.

2. It's not just about cleaning, it's about communication

[Your company's name] recognizes that doing a great job is more than just providing great cleaning. We leverage technology to provide our customers clear and consistent communication about the job we do.

3. No cleaning company cares more about quality, and we can prove it

From the technology we use, to our quality inspections, we invest heavily in making sure that we are providing you the best possible cleaning services. Quality is at the heart of why we do everything we do. You can learn more about it on our website: **[your website]**.

If you have any questions or would like to request a quote, feel free to contact me directly.

Have a great day!

[Your Name]

Email to a Lead that Requested a Quote on your Website:

Hi **[their name]**,

Thank you for reaching out for a quote with **[your company's name]**.

Are you available this week for a 15 minute meeting at your office to discuss your current cleaning needs? The purpose of the on-site visit is to allow us to learn about your specific needs and share with you the technology that we use to keep your space clean.

If you have any specific questions, please feel free to respond to this email and let me know before the meeting.

At the end of the meeting, we can decide if there is a fit for both of us. If I don't hear back from you by **[enter day/time that is within 24 hours]**, I will follow up with a call.

Have a wonderful day,

[Your Name]

Example 2: Office Building

Cold Calling Script

Hi **[Name]** ?

(Prospect: Yes.)

This is **[your name]** here from **[your company]**.

I'm sure you are busy and I want to respect your time so I'll be brief. The reason for my call is **[your company]** specializes in providing professional cleaning services for office spaces by leveraging technology to provide our cleaners with clear and consistent communication about what they need to do

With your permission, I was hoping to ask you a few questions and see if there is anything we are doing that you could benefit from. Would you be comfortable spending just a few minutes with me if I stick to this timeline?

(Prospect: Yes)

Needs Assessment:

1. What are you currently doing to keep your space clean?

2. When is the last time you checked with another cleaning company to discuss new trends in increasing quality?

3. Is there any part of the current cleaning services that you would like to improve or change?

4. How would these changes affect your business?

Summarize and Confirm:

1. From my understanding, what you are truly saying is... **[recap what the prospect shared with you; their problems, challenges, and objectives]**. Is that accurate/correct?
2. Would it be safe to say that if there were a way for you to **[restate the biggest obstacle]** so that you could **[restate their most important goal / objective]**, it would be worth discussing in more detail?

(Prospect: Yes)

Schedule Next Step:

Then how about I drop by your office sometime to meet for 20 minutes. That would give you a chance to see our technology in action and I could show you how we use it to support our cleaners and build your custom cleaning program for your space.

[Their name], do you have your calendar handy? What day would be good for you? Towards the beginning or end of the week? Morning or afternoon?