Want to Close More Sales? Here's How.

Website Sales Scripts -
Phone & Email

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Sample Phone Sales Script (full-length)

- **Step 1:** Identify the Decision Maker

- **Step 2:** Introduce Yourself

- **Step 3:** Get Their Attention

- **Step 4:** State the Intentions of Your Call or Visit

- **Step 5:** Schedule a Time to Present Demo Design

30-Second Sales Pitch

- An abbreviated version of our Phone Sales Pitch is less than 30 seconds long and is just as effective.

Sample Email Sales Script

- **Tip 1:** Experiment with different subject lines and measure the results

- **Tip 2:** If you can, try to use the business owner's name to personalize the message

- **Tip 3:** Make it a habit to send out a minimum number of new emails every day.

- **Tip 4 :** Always follow up - with additional emails and/or phone calls.

Website Sales Scripts

📞 Sample Phone Sales Script (full-length)

Cold calling isn't easy, but let's face it - it works! Cold calls typically become a numbers game, and the more you call the more you will close. You will also become more comfortable with the more calls you make and help you develop a "thick skin" for those that say "no ." Remember, for every "no" you hear, the closer you are to hearing a "yes" and it helps you weed out the bad prospects from the good. Best advice is to be comfortable, talk as you normally do, and keep the initial conversation brief.

The following is a framework for a sample phone sales script that you can use to sell websites to small businesses. It's a basic roadmap for the conversation and where you want it to go. Depending on the responses of the prospect or questions asked, you may need to adjust accordingly. Ultimately, you want the conversation to end with scheduling a time to present a demo so you can close the sale.

Step 1: Identify the Decision Maker

- *Hello, this is **[your name]** from **[Your Company Name]**.*

- *Can you help me please? (Pause)*

- *What's the owner's name or is their another person in charge of marketing for **[Their Company Name]**?*

- *Can you connect me with them please?*

- *Great! Thank you for your help.*

(This is used when you do not know the contact person's name. Be sure to write down the decision maker's name so that in case you can't reach them with this phone call, you can call again and ask to speak to them directly. If you know the contact's name then you can skip to step 2)

Step 2: Introduce Yourself

- *Hello **[contact's name]**, this is **[your name]** from **[Your Company Name]***

Step 3: Get Their Attention

- *I know you're busy so I won't take much of your time. Do you have a minute?*

(Small business owners are very busy. Show them that you respect their time. Even if they say "No" you can still continue with the next statement without seeming pushy, or if you prefer, ask when is a better time to call)

Step 4: State the Intentions of Your Call or Visit

- *I'll be very brief. The reason for my call is this. We specialize in affordable website design and build really great websites for a very low price. We are working with some of the local businesses in your area and when I came across your business, I started coming up with some really great ideas for a new website for [**Their Company Name**]*

- *Would you be interested in seeing a free demo design showing you how your new website can look? There is absolutely no cost or obligation to see our design, we just want to show you what we're capable of.*

(This is where you give the person a reason to continue to talk to you. Paint the picture that you are an expert at what you do, that you are trusted by other local businesses, and offer a valuable service. Personalize the call by inserting their company name so it doesn't sound like you are calling every business in the phonebook. Finally, end with an offer to create a FREE design demo)

Step 5: Schedule a Time to Present Demo Design

- *Great! I can have something ready to show you by [**set a date**]. What's a good time to come by and show you?*

- *Thank you for your time. Have a good day.*

🕐 30-Second Phone Sales Script

Short on time? Struggling to get past the gatekeeper? Try this abbreviated version of our phone sales script. It has all the characteristics of an effective sales pitch; it's short, unique, offers something of value, and incites action without high pressure. Plus, it can be performed in about 30 seconds flat.

Hello!

I'm not sure if you're the right person I need to talk to about this… But my name is [Your Name] and I run a local marketing agency. We specialize in building beautiful websites for businesses like yours for less than $500. I have some ideas for a new website for [Their Company Name] and would like to show them to you.

Are you the right person to speak to about this?

And they'll likely say 1 of 3 things:
1. **No, I'm not (Oh, OK - who would that person be?)**

   - *Take down that person's name, you might even ask best time to reach them / days they're in, and then when you call back make sure to ask for them by name*

2. **Yes, that's me.**
   (Perfect. Would you be interested in seeing a FREE mockup?)

   - *Then schedule a day and time to show them the design*

3. **I'm not interested. (I was afraid you were gonna say that. I actually already built it for you. Can I send it to you anyway? I can email it or text it to you…) > "Sure". (OK, what's your email/cell phone number?)**

   - *Don't just send it off - you will use their email or cell number to try to still schedule something with them to show off the design*

***Keep in mind that you don't actually have to have a website built for the prospect at the time of the call. You should wait for the client to agree to seeing a mockup before you spend time building the site.

✉ Sample Email Sales Script

Not only is sending emails to website prospects extremely easy, but it's also extremely effective. You can send out hundreds a week, or even hundreds a day, to local businesses. Be sure to personalize each email with the business name and, like all sales attempts, always follow up!

Here is a sample of an email offering your services to a potential client. Use it as a guideline to contacting local businesses in your area. Again, be sure to do your research first and tailor your message depending on if they currently do or don't have a website and that they are a qualified lead.

Subject line: A New Website for **[Their Company Name]**!

Message:

Hello,

My name is **[your name]** from **[Their Company Name]** and we offer affordable website design to local businesses in your area. We have some ideas for a new website for **[Their Company Name]** and would like to show them to you.

Would you like to see a free design demo to see how your new website can look? (There is absolutely no cost or obligation to see the demo, and I'd be happy to answer any questions you may have.)

Are you interested?

Thanks,
[your name]