

Sample Call Center Script: Outbound Telemarketing

Mary

Drain Away Plumbing. This is Mary.

Bill

Hi Mary. This is Bill at Wizard Payroll Services. I'm calling to introduce our company to businesses in the area, and was wondering whether you use a payroll service there at Drain Away?

Mary

No, we use QuickBooks.

Bill

Oh, really? A lot of companies do use QuickBooks. And, believe it or not, our company is actually less expensive than if you did it there, in house. And I was wondering, if you might be able to meet with one of our representatives, he could talk with you. There's no cost and no obligation at all.

Mary

Actually, we have had some issues and have talked about doing something different. Sure, we'll set up an appointment.

Bill

Great. Someone will be in the area tomorrow. Would 11 o'clock or 2 o'clock be a better time?

Mary

2 o'clock would be better.

Bill

I have your address as 800 North Henderson Road, in King of Prussia. Is that correct?

Mary

Yes it is.

Bill

Excellent. I'm going to have Howard be there to meet you at 2 o'clock. And is there an email address that I might be able to send you out some information about our company so you can review it prior to him getting there.

Mary

Sure. It's Mary, M-A-R-Y, @DrainAwayPlumbing.com.

Bill

Excellent. Mary I'm going to send this out to you right now. And Howard looks forward to meeting you tomorrow. Thank you very much and hopefully we can do business together.

Mary

Okay, great. Thanks for your call today.

Bill

Thank you. Have a nice day.

Mary

You too. Bye.

Bill

Goodbye.

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