

Base Cold Calling Script

“Hello (prospect name) . . . I’m (your name) with HVACRedu.net - I’m reaching out to (prospect job title - plural) like yourself to make you aware of us - we are the number one HVAC (or HVACR) training program in the nation. We are completely online - and we can offer your technicians 24/7 access to the best HVAC (or HVACR) curriculum out there and help you keep them well-trained . . . do you currently have any sort of training available for your technicians?”

Every cold call script will start similarly. From here, you’ll dive into a short conversation with your prospect and navigate any hurdles or questions. Have your info sheets handy to accomplish this proficiently. If the client has no time for this, try to schedule a time for a face-to-face meeting. (Preferred)

Cold Calling Script for Getting Through Gatekeepers

“Hi, this is (your name) with HVACRedu.net. I’m trying to reach (prospect’s name). Is (he/she) available?”

Sometimes the gatekeeper will simply put you through, but if they ask why you’re calling, say:

“I’ve been working with (prospect’s first name)’s peers on integrating an online training program. There’s been some interest in reaching out to (prospect’s first name), and I was just calling to go oversome details with (him/her).”

This may be enough for the gatekeeper to put your call through to your prospect’s main line, but even if you’re sent directly to voicemail, count that as a win! You will learn to actually appreciate gatekeepers - here’s why:

Cold Calling Script for Finding the Decision-Maker

“Hi, this is (your name) with HVACRedu.net. I’ve been trying to find someone who handles (job of decision-maker) but I can’t seem to get a hold of the right person. Do you know who I should be reaching out to? Can I get (his/her) phone number?”

This script is short, sweet, and gets right to the point. You don’t want to be wasting time pitching someone who doesn’t fit your buyer persona, so if you’re having a hard time figuring out who the right person is, just ask.

Cold Call Script for Leveraging a Mutual Connection

“Hi (prospect name), this is (your name) with HVACRedu.net. I’ve been working with (other customer’s name) to get them hooked up with our online training, and as we were talking, they mentioned your company name specifically. They said (something interesting about the new prospect).”

Take a moment for your new prospect to chime in and discuss their work.

“That’s so great. Well, I’d love to show you why (other customer’s name) chose us to help solve their training needs. Can I come by and demonstrate to you in person what we have to offer? - I think you’ll impressed - this training program is virtually pain-free for employers like yourself - full 24/7 access for your technicians to the best training out there - and completely customizable to fit your specific training needs.”

Cold Call Script for Voicemails

Not every call ends in a response. An average of 80 percent of calls go to voicemail, according to data from ZoomInfo. To create a memorable voicemail script, make an extravagant claim and back it up with real data. This kind of proof based on real metrics can be a powerful motivator for prospects to listen to your voicemail. Even if they don’t call you back, they’ll remember you when you follow up again later.

“Hi, this is (your name) with HVACRedu.net. I’m calling because last year we helped hundreds of (company type) like yours to solve their technician training problems with our online training program - if 24/7 full access for your technicians to the absolute best HVAC (or HVACR) training in the nation sounds interesting to you, I’d love to show you our turn-key solution - I think you’ll be very impressed. Please call me anytime at (your phone, extension).

Once Prospect is Reached

Once reached, it is important to get the prospect to continue listening or to engage in some way. If they do not have time to do this, try to arrange a time you can visit them for a face-to-face demonstration.

Asking about any training program they currently use or have access to is a good way to get the prospect engaged - if they have no training available, you can follow up with statistics that emphasize the growth success of companies using our training . . . or the “turn-key” and painless solution our online training offers . . . etc.

Once the prospect is engaged, options include:

- Ask them for a convenient time to meet with them at their office. *(This is the preferred method)*
- ***If they cannot meet***, but are willing to continue listening, ask the prospect about his/her staff and any training or proficiency concerns they may have and use Info Sheets to offer bullet points to address these particular needs. Ask how great it might be for their technicians to have 24/7 access to the best HVAC training out there, freeing him or her up to focus on running their business.
- ***If they cannot meet or talk***, ask if you may send them links to our Online Catalog and Website. *(Get their e-mail address and ask them to look it over and feel free to contact you with any further questions they may have. You can also follow up on this a bit later with another phone call.)*

Every conversation will be different. You can prepare for different situations by using the Info Sheets to develop more in-depth pitches for any direction the discussion may take. Focus on finding the prospect’s “pain points” and addressing them with our solutions.

Facility Maintenance Employers

Programs and Courses most likely to interest Facility Maintenance employers include: