FREE GUIDE · AAMIRTECHS

Cold Calling Checklist and Scripts

The pre call routine, the opener, the voicemail and text scripts, and the follow up cadence we use ourselves.

Cold calling works when three things are true: the list is verified, the opener earns twenty seconds, and the follow up actually happens. This sheet covers all three. Print it, keep it next to the dialer, and work it in order.

Before the calling block

- [ ] Every number on today's list is verified against the business's live website or listing
  If a claim about the prospect cannot be confirmed, drop the claim, not the standard.
- [ ] Each lead has one specific, true reason for the call
  A real observation about their business, not a generic pitch.
- [ ] You know the decision maker's name and how to say it
- [ ] Your caller ID shows a local number for the area you are calling
- [ ] You are calling inside the prospect's business hours and legal calling window
  8 a.m. to 9 p.m. their local time at the latest. Mornings work best.
- [ ] Do Not Call lists scrubbed, opt outs honored and removed

Dialer setup checks

- [ ] Power dialer loaded with today's list in order
- [ ] Number rotation on, so no single caller ID takes hundreds of calls
- [ ] Voicemail drop recording saved and sounds like you on a good day
- [ ] Call recording on, dispositions ready for logging
- [ ] CRM open, so notes land on the contact, not in a notebook

The permission opener (first 20 seconds)

> *"Hi [Name], this is [Your name] calling from [Company]. I know I am calling out of the blue, so let me be quick. I work with [type of business] on [specific outcome]. I noticed [the one true, specific thing you verified about their business]. Give me twenty seconds to explain why I called, and if it is not relevant, I am gone. Fair?"*

Then stop talking. The pause after the opener is where the conversation starts. If they say yes, give the twenty seconds you promised, no more, and end with one question about their world, not your product.

Voicemail drop script (under 25 seconds)

> *"Hi [Name], [Your name] from [Company]. I called because I noticed [specific verified thing] and I help [type of business] with [outcome]. I will send you a short email with the detail so you can look in your own time. My number is [number]. Thanks."*

The bump text (after attempt 3, no contact)

> *"Hi [Name], this is [Your name]. I called earlier about [specific thing]. Worth a 10 minute look this week? If not, no follow up from me."*

Three objection replies

"Send me an email." "Happy to. So I send the right thing, is it [problem A] or [problem B] that matters more to you right now?" One answered question turns a brush off into a qualified lead.

"We already have someone." "Good, most businesses your size do. If they ever miss a beat, I would like to be the second call. Can I check in next quarter?" Then log the date and actually check in.

"Not interested." "Fair enough, thanks for your time." Then stop. A clean exit protects your number, your brand, and the list. Not every no is a problem to solve.

The 7 touch follow up cadence (per prospect, about two weeks)

1. Call. If no answer, voicemail drop plus a short email the same day.
2. Call again two days later, different time of day.
3. Call three days after that. If still nothing, send the bump text.
4. Call four days later.
5. Final call five days after that, with a closing voicemail and email.
6. Park the lead for 75 days. A parked lead is an asset. A harassed lead is a complaint.

After the block

- [ ] Every call logged with its real outcome
  Wrong person, bad timing, has a provider, and not a fit are four different futures.
- [ ] Follow ups and callbacks scheduled before you close the dialer
- [ ] Listen back to two of your own recordings
  One fix per week, compounded, is a new script every quarter.

The dialer we run this with

We make our calls on KrispCall, the power dialer we recommend for solo callers and small teams. Join through our reader link for a discount: try.krispcall.com/1dckme0qr3kv