

Networking Call Scripts



10 Easy Steps
to get the
Job You Want!

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Below are four examples of what you might say in a networking call. Warm calls are those made to people you already know or who are in some way already connected to you. You have a point of reference when making these calls, which can ease any intimidation you might feel about networking. In contrast, cold calls are made to people you don't know, so making an introduction is especially important to let them know who you are and how you found them. What you say will likely be slightly different depending on whether you catch them live or get their voice mail - so be prepared for either scenario.

You can't predict with certainty how a networking conversation will unfold, but preparing will help focus your conversation. In the examples below, we provide some possible (and positive!) responses to your call. If you get less than positive responses, don't get discouraged - just move on to your next call. Write out some of your own scripts and experiment with different ones to see what works best for you.

Warm call

"Good morning Mr. Johnson, this is Peter Sanford, Joan Sanford's brother-in-law, how are you?"

(I'm great, thanks. Joan's told me about you, and I've been expecting your call. Call me Frank. What can I do for you?)

"The reason I'm calling you today is to learn about your business and about your work. I've been planning a career change and would love to talk to someone like yourself about their experience in account management on a national scale. Do you have a few minutes to talk right now?"

(Certainly.)

(Actually, I'm about to leave for a meeting.)

"Excellent....."

"I understand. When would be a more convenient time to talk? Can I reach you this afternoon?"

"Listen, I'll be downtown next Tuesday. Would you have time in the morning to meet for a cup of coffee? Great. Let me get your email address so I can confirm with you the day before. Thank you so much for your time, Frank. I really appreciate it. Take care."

Warm call (leaving a voice message)

"Good morning Mr. Johnson, this is Peter Sanford, Joan Sanford's brother-in-law, I hope you're well. The reason I'm calling you is to learn about your business and about your work. I've been planning a career change and would love to talk to someone like yourself about their experience in account management on a national scale. I'll be around all day today and tomorrow morning if you can give me a call back. I'm at (416) 555-1234. I look forward to hearing from you. Thanks, and take care."

Cold call (live)

"Good morning Ms. Dawson, this is Peter Sanford. I'm an Account Executive at Right Copy, how are you?"

(I'm great, thanks. How are you?)

"I'm doing well, thanks. I came across your website while doing some research. The reason I'm calling you is to learn about your business and about your work. Do you have a few minutes to talk right now?"

(Certainly.)

(Actually, I'm about to leave for a meeting.)

"Excellent....."

"I understand. When would be a more convenient time to talk? Can I reach you this afternoon?"

"Listen, I'll be downtown next Tuesday. Would you have time in the morning to meet for a cup of coffee? Great. Let me get your email address so I can confirm with you the day before. Thank you so much for your time, Ms. Dawson. I really appreciate it. Take care."

Cold call (leaving a voice mail message)

"Good morning Ms. Dawson, this is Peter Sanford. I'm an Account Executive at Right Copy. The reason I'm calling you is to learn about your business and about your work. I'll be around all day today and tomorrow morning if you can give me a call back. I'm at (416) 555-1234. I look forward to hearing from you. Thanks, and take care."