**Sample one:**

Hello <CUSTOMER'S NAME>. My name is <YOUR NAME>, and I'm a Sales Associate at <YOUR COMPANY>.

I'm calling you today to learn more about how your company is dealing with <ISSUE>. I'd be delighted to provide you with a quick walkthrough of our <SOLUTION> and show you how we helped <CUSTOMER'S COMPETITOR> sidestep that problem and realize a <XX> percent return on their investment.

Once again, my name is <YOUR NAME> at <YOUR COMPANY> and I can be reached at 000-000-0000.

Thanks very much.

**Sample two:**

Hello <CUSTOMER'S NAME>. My name is <YOUR NAME>, and I'm a Sales Associate at <YOUR COMPANY>.

I know <CUSTOMER'S CO.> is a market leader in your industry, and I'd like to briefly tell you how our flagship solution, <SOLUTION NAME>, can help you maintain that leadership position and grow your business.

Please get in touch at your convenience. I can be reached at 000-000-0000.

Again, my name is <YOUR NAME> at <YOUR CO.>. Thanks for your time. I look forward to talking.

**Sample three:**

Hello <CUSTOMER'S NAME>. My name is <YOUR NAME>, and I'm a Sales Associate at <YOUR COMPANY>.

I've been reading how <CUSTOMER'S CO.> uses <YOUR COMPETITOR> services to reduce customer churn and <COMMON PAIN POINT>. My good friend <REFERRAL NAME> at <REFERRAL CO.> told me you might be open minded to hearing how our <YOUR SOLUTION> can do that but in a more efficient and cost-effective manner.

If you're interested, I'd be happy to give you a quick walkthrough of our services, and offer you a free 30-day trial of <YOUR SOLUTION> so you can draw your own conclusions.

Please get in touch at your earliest convenience. I can be reached at 000-000-0000. Thanks, <CUSTOMER'S NAME>. I look forward to talking.

**Sample four:**

Hello <CUSTOMER'S NAME>. My name is <YOUR NAME>, and I'm a Sales Associate at <YOUR COMPANY>.

I'm sorry I missed you. I was hoping to have a brief discussion with you whenever convenient to tell you about how <YOUR SOLUTION> can help <CUSTOMER'S CO.> grow its business and engage with your existing and prospective clients more effectively.

I can be reached at 000-000-0000. Feel free to call me at your convenience, <CUSTOMER'S NAME>.

Thanks very much. I look forward to hearing from you.

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