



Telephone Sales Pitch- Templates

A sales pitch on the phone is quite different than making a sales pitch in person.

An effective over-the-phone sales pitch requires you to persuade the person to purchase your product or service in a few concise sentences.

Components of a Phone Sales Pitch:

The four components of a phone sales pitch include:

- Introduction: Tell the customer who you are and from what company you're calling
- Purpose: State why you're calling the potential customer
- Benefit statement: Explain to the potential customer why they should care about your product or service or why it's an asset to them
- Question: Engage the potential customer to gauge their reaction and invites more conversation

By making your pitch brief, friendly and lively, you better your chances of hearing "Yes" when you ask if the person is interested in what you're offering.



Sample Telephone Pitch Template 1a

Hi [Prospect's Name]

I came to know about [Prospect's Company Name], and I'd like to have a conversation with you about Kylas CRM. Is this the right time to talk?

Answer Type 1: In case of acceptance (Yes, tell me more)

Well, I won't waste your time and come to the point. Many of the customers that we currently serve are similar to [Prospect's Company Name] in terms of [looking for a simple and affordable way of managing businesses]. Is that similar to what your company offers?

I would like to introduce you to our company Kylas. It is a sales CRM platform, which focuses on assisting small businesses to scale higher with efficiency.

Is it possible to schedule 10-15 minutes next week to get an in-depth view of your company and how we might be able to assist your time and money?



Sample Telephone Pitch Template 1 b

Hi [Prospect's Name]

I came to know about [Prospect's Company Name], and I'd like to have a conversation with you about Kylas CRM. Is this the right time to talk?

Answer Type 2: In case of objection

I understand. Is it okay if I forward you a follow-up e-mail? You can review it at your convenience. If you like it, then I can follow up with you tomorrow.

[If yes, send the email and set a reminder to follow up. If not, thank them for their time and ask if there's another point of contact they can connect you with.]



Sample Telephone Pitch Template 1 c

Hi [Prospect's Name]

I came to know about [Prospect's Company Name], and I'd like to have a conversation with you about Kylas CRM. Is this the right time to talk?

Hang up

[Follow up with an email. This may be a better way to connect.

Make sure to

include resources that clearly explain what your company does and ask to

continue the conversation].



Sample Telephone Pitch Template 2 a

*Hi [PROSPECT'S NAME], this is [YOUR NAME] from Kylas CRM.
I hope you got a chance to take a look at the email I sent?*

Answer Type 1: Yes, I'd like to learn more.

[In case of acceptance] Many of the customers that we currently serve have similar requirements as [Prospect's Company Name] in terms of [looking for a simple and affordable way of managing businesses].

I would like to introduce you to our company Kylas. It is a sales CRM platform, which focuses on assisting small businesses to scale higher with efficiency.

Is it possible to schedule 10-15 minutes next week to get an in-depth view of your company and how we might be able to assist your time and money?



Sample Telephone Pitch Template 2 b

Hi [Prospect's Name]

I came to know about [Prospect's Company Name], and I'd like to have a conversation with you about Kylas CRM. Is this the right time to talk?

Hang up

[Follow up with an email. This may be a better way to connect. Make sure to include resources that clearly explain what your company does and ask to continue the conversation].

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