



# Sales Call Template

A successful sales call has 4 steps: **Building rapport**, **Understanding the pain points**, **Providing value** and **Establishing timeline**. This sales call template is great starting point for salespeople, irrespective of experience and their business size. Try making it your own in your next sales call and see how things improve. This has worked for us, and we're sure it will work for you too.

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## Building rapport

Hi \_\_\_\_\_, this is \_\_\_\_\_ calling from Acme Corp, how are you?

I see that you have signed up for a 30 day free trial with us and I wanted to get in touch with you to ensure you make the most of it.

I noticed on your LinkedIn profile that you have recently taken up a new role, congrats!



## Understanding pain points

I would like to understand what led you to sign up for our product?

What tool do you use today?

Are there any features in specific that are 'must haves'?

How large is your team? I would like to understand the scale at which you operate currently.

What are your short-term and long-term goals?

Etc

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## Providing value

Thanks for sharing the details. Based on our conversation, I see that you want [summarize conversation] Have I got it right?

I notice that you thought through about what you want to achieve in short and long term in detail. This is very encouraging for me because I have worked with organizations wanting similar transitions. In fact, I have worked with \_\_\_\_\_ and helped them move to our product completely, and they are seeing immense success. I can share their case study, it will help you understand how our product helped them. I don't see why we can't work with you to help you see similar success.



## - Establishing timeline

Do you have a timeline for this project?

I will be with you throughout your 30 day evaluation and ensure you have all the support you need. It usually works for me if we set up status calls every week to ensure we are moving in the right direction. To start with, I would recommend we have a demo around your needs you described today. How are you placed tomorrow?

Would you like to have some members from your team to join in?

Read more here:

<https://blog.freshsales.io/structure-sales-discovery-calls/>

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## Want to make more successful sales calls?

Try Freshsales CRM software for free. Instantly identify your hot prospects, access their social profiles from the CRM, and track their activities on your emails, website and product. Once you have enough substance to build a conversation, make calls in just a click and have them automatically logged in the system. Never again worry about prospects falling through the cracks.



## What our customers say about our software

“ *Our sales people used to spend a lot of time before the call to analyze the prospect's need and behaviour using multiple sources. Today Freshsales provides all those insights in a single screen enabling us to move quickly and close deals easier.* ”

**Pradeep K**

Founder & COO

Niyati Technologies Pvt. Ltd.

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“ *Freshsales is more than comparable to the better-known CRMs out there, yet at a much lower price point for features like email analytics and bulk emails. It's a flexible CRM with a clean UI and great customer service. I love the email templates, which make replying super quick. Follow-up with leads and contacts is easy because Freshsales tracks my communication.* ”

**Sara Carter**

Mixing and Mastering Engineer

Music Mix Pro, UK

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## What our customers say about our software

“*Freshsales has twice the amount of features than Salesforce and the difference in support is astronomical! They're extremely helpful, responsive and by far the best to work with in the business. With Freshsales, our sales team keeps track of customer communications—phone and email in one place.*”

**James Wilkinson**

Eljays 44



**Your sales team doesn't need a  
CRM and 5 other tools to drive sales**

**TRY FRESHSALES FOR FREE**