

Call Script to Promote AI-Powered Features to Existing Customers

Use this call script for outreach to customers who are already using your solution.

Hi [NAME], this is [YOUR NAME] from [YOUR COMPANY]. I wanted to check in to see how things are going and to bring you up to speed on some exciting AI-powered features we're delivering.

If open to discussion (general questions to ask)

We've made AI-features available within our solution to bring you next-level benefits.

Customers in every type of industry and business are leveraging these features to enhance their workflows, deliver valuable insights, and enable operational improvements. [GIVE RELEVANT EXAMPLE.] How are you using AI within your business in general? How would you like to leverage AI more specifically within your communications?

[Move to close]

If not open to discussion

When would be a better time to call back? Or would you prefer for me to send you some information via email?

Call Script to Promote AI-Powered Solution to Prospects

Use this call script for outreach to net-new prospects.

Hi [NAME], this is [YOUR NAME] from [YOUR COMPANY]. The reason for my call is that many businesses are using AI in various aspects of their operations but aren't necessarily thinking about how their communications solutions can benefit from AI. What if you could modernize your phone system to get rock-solid, resilient, cost-effective services with AI-powered features that can deliver a meaningful boost to your operations?

If open to discussion (general questions to ask)

A lot of our customers are leveraging our AI-powered solution to enhance their workflows, deliver valuable insights, and enable operational improvements. They get a phone system that includes all the key features they need plus modern AI capabilities. And it's all delivered with unparalleled service at an affordable price. If you don't mind me asking, how are you using AI within your business in general, and how would you like to leverage AI specifically within your communications?

[Move to close]

If not open to discussion

When would be a better time to call back? Or is there someone else at [PROSPECT] I should contact?