

# Call Script for the Retail Vertical

**Use this call script for outreach to retail prospects.**

*Hi [NAME], this is [YOUR NAME] from [YOUR COMPANY]. The reason for my call is that many retail stores don't have phone systems that deliver the reliability and service they need at a cost-effective price. Vendors might offer the right features, but you can't get the comprehensive service that you want. What if you could modernize your phone system to get rock-solid, resilient service with personalized, white-glove support—and do it all cost-effectively?*

## **If open to discussion (general questions to ask)**

*We work with a lot of retail businesses, like [NAME RELEVANT CUSTOMERS IN THIS VERTICAL] to provide them with a phone system that includes the key capabilities they need, delivered with unparalleled service at an affordable price.*

*Our retail customers tell us that call quality, redundancy and failover, flexibility, and value-for-price are key. If you don't mind me asking, what capabilities are critical for your stores that are either missing from your existing setup or that are not meeting your needs?*

*[Move to close]*

## **If not open to discussion**

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