

Website Redesign Sales Calling Script

1. Opening (First 10 seconds – Sound confident, not salesy)

Caller:

Hi, is this [Client Name]?

Hi [Name], this is Aman calling from Smooovespace.
Can I borrow a quick minute, or can I have a quick word?

(If yes → ask for a better time. If no → continue)

2. Reason for the Call (Non-Pushy, Value-Based)

We work with established businesses whose websites look a bit outdated and aren't generating inquiries or leads anymore.

I had a quick look at your website, and I noticed it hasn't been updated in a while—so I wanted to check if improving it is something you've considered recently.

3. Identify the Pain (Ask Smart Questions)

May I ask you something quickly?

- Do you currently get enquiries or leads from your website?
 - When was the last time the website was redesigned?
- (Let them talk — this is key)
- ### 4. Agitate the Problem (Make It Real)

That's very common.

What we usually see is:

- Customers judge credibility in the first 3–5 seconds
- Old websites lose trust
- No lead system = visitors leave without contacting you

So even if your business is doing well, the website can quietly be losing sales every month.

5. Position Your Solution (Clear & Simple)

What we do is:

- Redesign the website with a modern, premium look
- Optimize it for lead generation (forms, WhatsApp, calls, CTAs)
- Make it mobile-first & fast
- Structure it to convert visitors into enquiries

Most of our clients don't want "just a nice website" — they want a website that brings business.

6. Soft Close (Book the Meeting)

What I suggest is a free 15-minute website review, where:

- Show what's hurting conversions
- Show what competitors are doing better
- Share how many leads your site could be generating

Would [day or time] work for a quick call?

7. If They Say "Not Interested" (Professional Pushback)

Totally understand.

Just one last question before I hang up —

If your website could generate even 3–5 extra quality leads a month, would that be valuable for your business?

(If yes → reopen conversation)