

XENOTRIX

DIGITAL AGENCY

SALES SYSTEM v1.0

Cold Call Script & Objection Handler

Word-for-word scripts and objection responses to book discovery calls from your 2,500 phone leads.

xenotrix.com · sk@xenotrix.com

25+ Calls/Day	25% Answer Rate	20% Call to Discovery	90s Max Opener
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01 — FRAMEWORK

5-Step Call Flow



02 — SCRIPTS

The Full Cold Call

PHASE 1 — OPENING	The 30-Second Opener	MEMORIZE THIS
YOU	"Hi, is this [Name]?"	
THEM	Yes / Who is this?	
YOU	"Great — I will be super quick, I promise. My name is [Your Name] from Xenotrix. We help [business type — restaurant / clinic / gym] owners get more customers from their website."	
NOTE	<i>Pause 1 second here. Do NOT keep talking immediately.</i>	
YOU	"I just checked [Company]'s website — I noticed one specific thing that is probably costing you inquiries every week. I am not selling anything right now. I just want to show you what I found on a 10-minute call."	
YOU	"Are you free Wednesday or Thursday this week — even 10 minutes?"	
RULE #1	Your goal is NOT to sell. Goal = book a 15-min discovery call. The moment you start pitching services, you lose. Stay focused: "I want to show you what I found."	

PHASE 2 — BOOKING	If They Say YES — Book Fast	BOOK FAST
THEM	"Sure, what's this about?"	
YOU	"Perfect. I found that [specific issue: your contact form does not work on mobile / your site takes 9 seconds to load / there is no WhatsApp button]. A lot of potential customers are leaving without contacting you."	
YOU	"I can walk you through the fix and what it would look like for [Company] specifically. 15 minutes on Google Meet. Sending you a booking link on WhatsApp right now — what is the best number?"	
NOTE	<i>Send Cal.com link on WhatsApp WHILE still on the call. Confirm they received it.</i>	

PHASE 3 —
OBJECTION

If They Say NO / Busy — Soft Exit

NEVER BURN A
LEAD

- THEM** "I am busy right now / not interested / we already have someone."
- YOU** "Totally understand — I appreciate you picking up. No pitch, I promise. Can I just send you a quick WhatsApp with what I found? Takes 2 seconds to read, and if it is useful, great — if not, no problem at all."
- NOTE** *90% will say yes. Send WhatsApp Template 1 within 5 minutes. This lead is not lost.*

PHASE 4 —
VOICEMAIL

Voicemail Script

LEAVE THIS

- YOU** "Hi [Name], this is [Your Name] from Xenotrix — X-E-N-O-T-R-I-X. I checked your website and found something specific I wanted to share. I will send you a quick WhatsApp message — easier than a call. Speak soon."
- NOTE** *Send WhatsApp Template 2 immediately after every voicemail. Log "VM Left" in CRM. Call back in 48 hours.*

8 Objections. 8 Responses.

THE RULE	Every objection is a question in disguise. Answer the real question underneath — not the surface excuse. The person who controls their emotions on the call wins.
OBJECTI ON 1	"We don't have the budget."
RESPON SE	"That is completely fair. I am not asking you to spend anything today. I just want to show you what is costing you money RIGHT NOW by not having this fixed. If the numbers make sense, great. If not, no hard feelings. 15 minutes — what day works?"
INSIGHT	<i>Budget = "I don't see the value yet." Make the cost of inaction visible.</i>
OBJECTI ON 2	"We already have a website / developer."
RESPON SE	"Great — most businesses do. I am not here to replace anyone. I checked your specific site and found [specific issue]. Even good websites have blind spots. 10 minutes to show you what I found — worth a look?"
INSIGHT	<i>They said "we have someone" not "our site is perfect." Use their own uncertainty.</i>
OBJECTI ON 3	"I don't have time right now."
RESPON SE	"Absolutely — I will not keep you. I will send a 3-minute Loom video on WhatsApp showing exactly what I found on your site. Watch it when you have 3 minutes. If useful, we book a call. Sound fair?"
INSIGHT	<i>Record a Loom of their site and send within 5 minutes of the call.</i>
OBJECTI ON 4	"How did you get my number?"
RESPON SE	"Your number is publicly listed with your business — same way customers find you. I do research daily and look for businesses where I can genuinely add value. Yours came up because of [specific issue]. I would not call if I did not have something real to share."
INSIGHT	<i>Be direct. Never apologize. Confidence here builds immediate trust.</i>
OBJECTI ON 5	"We had a bad experience with an agency before."
RESPON SE	"I hear that a lot — and it is a fair concern. What specifically went wrong? [...listen...] Here is what we do differently: fixed price, 7-day delivery, you see the site before you pay the second half. Can we do a 15-min call so I can show you how we work?"
INSIGHT	<i>Let them vent. Do NOT defend the industry. Ask what went wrong first.</i>

OBJECTIVE 6	"Send me an email / information."
RESPONSE	"Of course — I will send a WhatsApp instead, it is faster. But before I do — so I can make it relevant to you specifically — is the main challenge getting more people to contact you, or something else?"
INSIGHT	<i>Turn the stall into a micro-discovery. One answer gives you the follow-up hook.</i>

OBJECTIVE 7	"Our website is fine."
RESPONSE	"That is great to hear. I did find one specific issue — your PageSpeed score is 38/100 [or specific issue]. Even high-performing sites have blind spots. If I am wrong, I will tell you on the call and we shake hands. 15 minutes — fair enough?"
INSIGHT	<i>Always have ONE specific data point ready before every call. Specificity beats every pitch.</i>

OBJECTIVE 8	"Not interested." (Hard no)
RESPONSE	"Completely respect that. Can I ask one quick question before I go — just for my own learning? Is it the timing, the budget, or just not a priority right now?"
INSIGHT	<i>Their answer tells you exactly what to fix. Log it. Send WhatsApp in 30 days. Circumstances change.</i>

04 — PREP

Before Every Call — 2 Min Research

→ Visit their website:	Check load speed via PageSpeed Insights (free). Anything over 3 seconds = your hook.
→ Test the contact form:	Submit it on mobile. Is it broken? Does it send to their email? Most are not tested.
→ Check Google Business Profile:	Do they have one? Is it complete? Old reviews signal disengagement.
→ Look for WhatsApp / call button:	Is there a click-to-call or WhatsApp button above the fold? If no = lost leads.
→ Write down 1 specific issue:	This is your hook. Memorize it. "I noticed [X]" — one specific fact.
→ Have your Cal.com link ready:	Paste on WhatsApp the moment they say yes. Do not make them wait.

THE SPECIFICITY RULE	"Your website has some issues" = ignored. "Your site takes 11 seconds to load on mobile and Google penalizes anything over 3 seconds" = they listen. ONE specific data point beats any pitch.
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