

OUTBOUND CALL SCRIPTS & OBJECTION HANDLING

(Deep Dive Execution Guide)

Outbound Sales Campaign – WhatsApp Automation Client
Managed by Business Drive Corporation

1. Purpose of This Document

This document provides:

- Approved outbound call scripts
- Conversation flow structure
- Qualification-oriented questioning
- Standard objection-handling responses
- Clear demo-closing language

The objective is to ensure:

- Consistent brand messaging
- Professional, non-pushy sales conversations
- High-quality demo bookings
- Minimal call variation across agents

Agents must **follow the structure**, not memorize word-for-word.

2. Call Philosophy & Tone Guidelines

Core Call Principles

- Conversational, not robotic
- Consultative, not aggressive

- Value-focused, not feature-dumping
- Qualification-first, not demo-first

Tone Expectations

- Confident and respectful
- Calm and business-like
- Friendly but professional

- ⊘ No pressure tactics
 - ⊘ No exaggerated claims
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3. Call Structure Overview (Mandatory Flow)

Every outbound call must follow this structure:

1. Introduction & Permission
 2. Context Setting
 3. Discovery & Qualification
 4. Value Alignment
 5. Objection Handling (if any)
 6. Demo Invitation & Confirmation
 7. Closure & CRM Update
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4. Opening Script (Decision-Maker)

Objective

To introduce the purpose of the call clearly and earn permission to continue.

Script Example

“Hello **[Name]**, this is **[Agent Name]** calling from **Business Drive Corporation**. We work with businesses that use WhatsApp to manage customer communication and follow-ups.
Just checking—am I speaking with the right person who looks after marketing or customer engagement?”

If **YES**:

“Great, this will take just 30 seconds to understand if this is relevant for you.”

If **NO**:

“May I know who handles this, or a suitable time to reach them?”

5. Gatekeeper Handling Script


Objective

To politely reach the decision-maker without sounding salesy.

“Hi, this is **[Agent Name]** from Business Drive Corporation.
We’re calling regarding customer communication automation on WhatsApp.
Could you please connect me with the person who handles marketing or customer engagement?”

If blocked:

“No problem—could you help me with a good time to reach them or an email ID?”

 Never argue with gatekeepers.

6. Context Setting & Relevance

Objective

To explain *why* the call matters.

“The reason for my call is that many businesses are finding it difficult to manage WhatsApp inquiries manually—especially follow-ups, missed leads, and response delays.
We help automate this using official WhatsApp APIs and workflows.”

Pause and listen.

7. Discovery & Qualification Questions

Agents must ask **open-ended questions**.

WhatsApp Usage

“How do you currently handle customer inquiries on WhatsApp?”

“Do you get regular customer messages or inquiries?”

Pain Points

“Do you face challenges in replying on time or tracking conversations?”

“What happens when messages come outside working hours?”

Authority & Role

“Are you the right person to evaluate tools like this, or does someone else also get involved?”

Budget Readiness (Soft)

“Many businesses allocate a small monthly budget for tools like CRM or automation—have you explored anything similar?”

8. Value Alignment (Not Feature Dumping)

Objective

To connect pain points with outcomes.

“Based on what you shared, automation could help you respond instantly, manage follow-ups, and ensure no lead is missed—without adding manpower.”

Avoid listing features unless asked.

9. Demo Invitation Script (Mandatory Conditions Apply)

When to Invite

Only after qualification is confirmed.

Demo Pitch

“The best way to see if this fits your business is a short demo where our team shows real examples based on your use case.
Would you be open to a 20-minute walkthrough?”

If **YES**:

“Great—what day and time works best for you?”

Confirm:

- Date
 - Time
 - Email
 - Phone number
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10. Demo Confirmation Script

“Just to reconfirm, the demo is scheduled on **[Day/Date]** at **[Time]**.
You’ll receive a confirmation message shortly.
Will you be available personally for the session?”

11. Common Objections & Approved Responses

Objection 1: “Not interested”

“Understood. May I ask—are you currently using any automation for WhatsApp, or is it just not a priority right now?”

If still no:

“No worries, thank you for your time.”

Objection 2: “Send details on WhatsApp / Email”

“Sure, I can share details.

Just to make it more relevant, may I understand what you’re currently doing for customer communication?”

(Only proceed if engagement improves.)

Objection 3: “We already use WhatsApp”

“That’s great. Many of our users were already using WhatsApp—automation mainly helps when message volume increases or follow-ups get missed.”


Objection 4: “Too busy”

“I understand. Would there be a better time this week, or should I check back later?”

Objection 5: “What’s the price?”

“Pricing depends on usage and business size.

That’s why the demo helps—so the team can suggest the right plan.”

 Never quote pricing.

12. Call Closing (Without Demo)

If not qualified:

“Thanks for your time. I’ll update our records and won’t trouble you further.”

Always end politely.

13. CRM Update Guidelines (Post-Call)

Immediately after call:

- Select correct call outcome

- Add clear remarks
- Update demo details (if booked)
- Tag follow-up dates if applicable

CRM accuracy is **mandatory**.

14. Supervisor & QA Notes

Supervisors will evaluate:

- Script adherence
- Objection handling quality
- Demo booking integrity
- Tone and professionalism

Repeated deviations may result in:

- Retraining
 - Agent removal
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15. Final Instruction to Agents

This script is a **guide, not a monologue**.

Agents must:

- Stay within approved structure
 - Sound natural and respectful
 - Focus on qualification over volume
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Document Owner

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