**Cold Call Script – Web Design (New Build) Example**

Thank you for calling \_\_\_\_\_\_\_\_\_\_\_\_\_\_, this is \_\_\_\_\_\_\_\_\_\_\_\_\_\_, how may I help you?

Hi, this is Rapunzel I need to have a new website built for my company and wanted to get some more information and pricing.

Hi Rapunzel, thanks for giving us a call. I can certainly help you with that.

Do you currently have a website or is this a new build?

We don’t have a website, this is for a new business.

Ok great. What type of business is it?

We just started a new pool cleaning business in Waco and need to get more business.

OK, no worries, we can help you with that.

Before we can give you a price, we need to gather some details about what you would like.

The price will depend on the functionality, features and custom design level you decide on.

I can tell you most website average around $2995. Some are lower, some are higher.

It will depend on many factors which we need to assess.

Do you have time now to talk more about your requirements?

*If yes, continue. If no, setup a follow-up call.*

Great. A basic website will include 5-10 pages, a contact form, a testimonial page and such.

It’s the extras, like custom forms, scheduling software, online shopping, writing the verbiage and other functionality that can increase costs.

Were you planning on supplying the verbiage for us to use or will we need to write it?

I am not sure. If I supply something, will you guys make changes so it is better?

Of course. Our team can tweak what you send but a total rewrite would not be included.

We have many customers who point out sites they like and ask us to use that as a guide.

We can certainly do that but we would of course charge extra for that service.

Let’s talk about features. What features and functionality do you think you will need?

We are not going to sell anything, but online scheduling would be nice.

I get it, most people do not sell online. However, have you considered allowing your customers to make online payments? That is an option. I can show you how that works.

Also, the online scheduling we can certainly assist with. In your industry, I am most likely going to recommend a 3rd party service, which we can also assist with.

Was there any other functionality you can think of?

Not right now. But can we add on if we think of something?

Sure. If we have already agreed on a price, it may require a scope change and some increased costs, but you can always add on now and in the future.

We are here for you not only during your build but to help maintain the site once it is complete.

OK thanks.

Now let’s talk about your content and the design aspects of the website.

Will you be supplying the content, including verbiage and images?

Um, maybe. What all do you need? Can you guys write content?

Sure, we can write all of the content, that would simply be factored into the price.

Most of our customers do a combination. They give us example sites or bullet points to go by.

Oh ok, I would most likely want that then. We don’t know what to write.

Great. You will need to let us know what services you do and don’t do. Bullet points work great. We can expand from there.

How about images, do you have any for us to use or do we need to supply them?

We have some but not the best. Can you get images?

Yes, we can supply stock images. It is always helpful when you can give us some real photos but it is not required.

OK, I will see what we can find. But plan on you supplying those then.

Perfect, we can do that. Do you want custom graphics, icons or infographics?

Oh, sure. Is that extra?

Not much but does factor into price. However, custom design sets you apart and really adds that professional edge. I think you will like what we do.

Ok, let’s do that. I would like a graphic showing our 12-step cleaning process.

We can do that, again, just get us the bullet points and our artist will take care of that for you.

Alright, what colors and style did you have in mind?

I have no idea! How do we figure that out?

Honestly, the easiest way we can help our designers know your style preferences is to show them.

Can you look around and see if there are any websites you like? Think about structure, colors, placements, menus and how it looks overall.

We won’t copy them but it certainly helps. 3-4 would work well. You can find them in any city but having something for pool cleaning may help.

OK, I can do that. Easy enough. I will get you our logo and the colors in that would be good.

Great. I’ll add that to our summary of things we need from you at the project kickoff call.

Cool. Thanks.

Ok, so Rapunzel, based on what you have shared with me today, your website build will come in at our average price of $2995 plus tax.

Nothing you told me today increases the overall functionality or features warranting an increased price. Is that in your budget for a website build?

It is a little more than I planned on spending. Is there any way we can go a little lower?

We certainly can, but you would need to supply the images and the verbiage for us to lower the price.

With the custom design, graphics, images and us creating the verbiage, that is a more than fair price. We have to make a little profit too!! (jokingly)

And, the $2995 would be turn-key. We would handle virtually everything.

OK, no, I don’t have the time or ability to do the verbiage. So that seems fair. How do you handle payment?

Great questions. We require 50% when you complete the agreement to get on the schedule. The balance will be due in 30 days.

Our process allows us to create websites typically in 2 weeks or less. Depending on our schedule, your website will be complete in 3-4 weeks.

When do you need this finished by? Is a month soon enough for you?

That is perfect. The sooner the better. We really need this done.

OK, then let’s plan on having it done in 3 weeks, how does that sound?

Sounds good.

Perfect.

I will get an agreement over to you in the next hour or so. The agreement ensures everything we have agreed on is in writing and at the end you own everything we have created for you.

Plus, we are an insured company and our insurance company requires us to have a formal agreement.

It has a place for your payment information and outlines exactly what I told you here about pricing and timelines. Once you return that to me, you are on the schedule!

Did you have any other questions for me?

No, think that is it. Thanks Lisa.

Great. Thanks Rapunzel. If you have any questions after we hang up or at any time during the process, I will be your point of contact and do not hesitate to call me.

Our goal is for your website build to be fun and stress-free.

I’ll get that agreement over quickly so we can lock in your build dates.

Thanks Lisa.

You bet, have a wonderful day and we look forward to working with you.