

Sample *Phone Call Phrasings*

01 *Follow-up on a website enquiry*

“Hi **[Name]**, I saw your enquiry come through—just thought I’d give you a quick call to see how I can help. Do you have a minute?”

02 *Quote or proposal follow-up*

“Hi **[Name]**, just checking in to see if you had any questions about the quote we sent through. Happy to walk through anything or help you take the next step.”

03 *New lead introduction*

“Hi **[Name]**, I’m **[Your Name]** from **[Business Name]**. You downloaded our **[lead magnet / guide / form]** recently—was there something specific you were looking for help with?”

04 *Checking on an old client*

“Hi **[Name]**, I was just thinking of you the other day—we haven’t worked together in a while, and I wondered how things are going on your end. Anything you need a hand with?”

05 *Reactivating an incomplete sale*

“Hi **[Name]**, I noticed we didn’t go ahead with **[product/service]** last time—we’ve helped a few others in similar situations recently, so I just wanted to check in and see if timing’s better now.”

06 *Cold call with a warm tone*

“Hi **[Name]**, sorry for the out-of-the-blue call—I work with **[type of business]** like yours, and I thought a quick intro might be helpful. Do you have 60 seconds, and I’ll tell you why I called?”

07 *Appointment confirmation + upsell opportunity*

“Hi **[Name]**, just confirming your appointment for **[date/time]**. By the way, while I’ve got you—would you like me to also **[add service / check availability for another person]**?”

08 *After a networking event or webinar*

“Hi **[Name]**, great meeting you at **[event]** the other day. I really enjoyed our chat about **[topic]**. I just wanted to follow up and see if there’s anything I can help you with?”

09 *Referrals request*

“Hi **[Name]**, glad to hear things are going well! I was wondering—do you know anyone else who might benefit from the same support we gave you?”

10 *Check-in after delivery of product/service*

“Hi **[Name]**, just calling to make sure everything went smoothly with **[product/service]**. Was there anything that could’ve gone better, or anything else I can help with?”