

CASUAL MARKET RESEARCH SURVEY & SCRIPT

COLD CALL LEAD GENERATION FRAMEWORK

STEP 1: THE CASUAL OPENER

Goal: Keep defenses down. Ultra-short, tailored to phone lines/missed calls, easy to memorize.

"Hey [Owner Name], it's Tim. I'm doing a quick 60-second study with local businesses about how they handle after-hours phone calls and missed leads. I know you're super busy, but I only have four fast yes-or-no questions—do you have a quick second to help me out?"

STEP 2: THE DIAGNOSTIC QUESTIONS

Goal: Gather data naturally while pinpointing exactly where they are bleeding revenue.

First Question (After-Hours Routing):

"First off, if someone calls your business after hours, does that call typically just go to a standard voicemail or an answering service?"

Second Question (Inbound Capture):

"Second, when a lead actually goes out of their way to call or text when no one is available, would it be a game-changer to make sure that lead is captured instantly and responded to before they move on?"

Third Question (Speed to Lead):

"Third, in your line of work, if an online inquiry isn't followed up within the first 5 minutes, do you find those leads usually bounce and just call a competitor?"

Last Question (Growth):

"Last one: is your business actually looking to take on more clients right now, or are you pretty much at capacity?"

STEP 3: THE SOFT TRANSITION & EMAIL DELIVERY

Goal: Secure their primary contact info by promising a visual, customized demonstration.

"Awesome, that is incredibly helpful and makes total sense. Based on what you shared, you're in the same boat as a lot of owners where it's just impossible to be by the phone and website 24/7, so money gets left on the table.

As a thank you for your time, I actually built a live, interactive setup using information pulled directly from your current website. I want to email you a quick link so you can see exactly how a custom AI voice agent and an AI text widget would operate right on your own page—answering questions, greeting prospects, and dropping leads straight into a tracker 24/7.

What is the best email address to send that over to?"