

5 Key Elements of a Good Call Script



Consumer Point of View

Always think from the consumer's point of view. They reached out and shared their details. They don't want to hear "Call me back so I can get you a quote." They want to hear that you're already working on their problem.

The Tone

Your tone should be warm, calm, and genuinely helpful. If you're feeling rushed or irritated, wait a few minutes before calling until you feel positive, so the consumer hears confidence and positivity, not stress.



Timing

Real-time leads are actively shopping. Call back as quickly as you can and leave a voicemail if they don't pick up. Always keep a short, friendly message of about 14–24 seconds ready. It should sound supportive and clear.

Word Choice

Use language that creates ownership and progress. For example, "I'm putting together your offer now" shows that this is YOUR offer I'm working on. Talking about fitting "your family's budget" shows that you're putting in your best effort to find an affordable offer.



Frequency

Online shoppers are used to multiple follow-ups. Call and email at least once a day for at least five and up to eight days. Remember that consistent, professional follow-up is a normal part of the online buying experience.

3 Examples of Call Scripts

DAY 1

Call Script 1

Hi John,
It's Harry at Best Insurance. I just received your email inquiry. I appreciate you reaching out to me. I'm putting together **your auto insurance policy now, and the rates look great!**
I'm looking forward to speaking with you today to answer all your questions and to make sure that **we find the best policy that fits your family's budget.**
Please give me a call at...

DAY 2

Call Script 2

Hi John,
It's Harry at Best Insurance. I'm following up on our conversation from yesterday [or Monday, Tuesday, etc.]
I'm available today to answer any remaining questions and complete the review of all your auto insurance options. **Your rates look great!**
Please give me a call at <number>.
I want to make sure that **we find the right policy to fit your family's budget.**

DAY 3

Call Script 3

Hi John,
It's Harry at Best Insurance. I appreciate you reaching out to me on [Monday, Tuesday, etc.]
I know that we've left you a couple of messages this week. I truly don't want to be a bother.
I want to make sure that **we find you the most affordable policy to take care of your family.**
I am available throughout the day to assist.
Please call me at...

**The names and examples used in these example scripts are placeholders for illustration only.*

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For questions, please reach out to pxlocal@px.com

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