

Sales Follow-Up Call Script for B2B Prospects

1. Introduction

Hi, this is [Your Name] from [Your Company].

I wanted to follow up regarding our previous conversation about [product/service/offering].

2. Purpose of the Call

I wanted to check in to see if you had any questions or thoughts since we last spoke, and to see how we can help you with [business pain point or goal discussed previously].

3. Qualifying & Engaging Questions

- How has your search for [solution/product] been going so far?
- Are there any new developments or priorities on your end?
- Has your team had a chance to review the information/demo I shared?

4. Addressing Objections/Concerns

Is there anything holding you back from moving forward or any concerns I can help address?

5. Next Steps & Call to Action

If appropriate, suggest a next step:

“Would you be available for a quick follow-up meeting to discuss this further?”

or

“Shall I send over a proposal for you and your team to review?”

6. Closing

Thank you for your time, [Prospect’s Name]. Please let me know if you have any other questions in the meantime. I look forward to your feedback.