

SCRIPT PACK

5 Voicemail Scripts That Get Callbacks

Short, specific voicemail frameworks for prospects who do not know you yet — plus the follow-up text/email to send after each one.

Rule: a voicemail is not a sales pitch. It is a curiosity + relevance signal. Aim for 18–27 seconds. One reason. One next step. No feature dump.

Script 1: The “Specific Problem” Voicemail

“Hi [Name], this is [You] with [Company]. Quick reason for the call: we’re helping [audience] handle [specific painful conversation] without winging it or putting customer details into cloud tools. I had one idea that may apply to [Company]. I’ll send a quick note too. If it’s relevant, call me back at [number].”

Follow-up email subject: One idea for [Company]’s next customer conversation

Follow-up body: “Just left you a voicemail. The short version: most teams track calls after they happen, but don’t practice the conversation before it happens. If [specific conversation] matters this quarter, I can show you a one-page prep card example.”

Script 2: The “Trigger Event” Voicemail

“Hi [Name], [You] here. I saw [trigger event] and thought this might be timely. When teams are growing, the expensive mistakes usually happen in live conversations — estimates, complaints, follow-ups — not in the CRM. We help people practice those before they happen. I’ll send a short note. [number].”

Best trigger events: hiring sales reps, launching a new service, expanding territories, seasonal demand, new pricing, bad reviews, new location.

Script 3: The “Not a CRM” Voicemail

“Hi [Name], it’s [You]. This is not about replacing your CRM. It’s about what happens before the note goes into the CRM: the actual conversation. Conversation Readiness helps your team rehearse with AI buyers and generate prep cards locally on the computer. If that gap exists for you, call me at [number].”

Use when: the prospect likely already has sales tools and does not want another system.

Script 4: The “Privacy Angle” Voicemail

“Hi [Name], [You] from Conversation Readiness. Quick privacy-related idea: if your team uses customer notes, pricing, or contracts to prep for calls, that data probably shouldn’t be pasted into random cloud AI tools. We built a local-first way to practice and prepare. I’ll send a two-line overview. [number].”

Follow-up CTA: “Want me to send the local-first checklist?”

Script 5: The “Challenge” Voicemail

“Hi [Name], [You] here. Quick challenge: before your next important sales call, could your team handle the five objections most likely to come up? If not, that’s exactly the drill Conversation Readiness runs. I’ll send the five-objection checklist. If useful, call me back at [number].”

Why it works: It creates a small self-assessment instead of asking for a demo immediately.

Voicemail Scorecard

Metric	Good	Bad
Length	Under 27 seconds	60-second pitch

Metric	Good	Bad
Specificity	Names audience + problem	Generic “checking in”
CTA	One clear next action	“Call me whenever”
Follow-up	Email/text references voicemail	No second touch
Tone	Calm and useful	Desperate or overexcited

The 2-Touch Follow-Up Pattern

1. Leave voicemail with one specific reason.
2. Send email within 3 minutes: “Just left you a voicemail about [specific reason].”
3. If no response, wait 48 hours and send a useful asset: checklist, example prep card, objection guide.
4. Stop after 3–4 respectful touches unless they engage.

Practice the voicemail before you leave it.

Conversation Readiness lets you rehearse cold outreach, get scored, and tighten your wording before the real prospect hears it.

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