# Script for webinar outbound cold calling

Hi, can I speak to (name)

If the gatekeeper and they ask what it's regarding:

It's (full name) calling from Hug Enterprises to discuss an opportunity to attend a free webinar that will help you to support your workforce against financial stress and reduce absenteeism.

If they ask to send an email:

I can do that but if possible, with just 2 minutes of their time today, I can explain the business & workforce benefits. I am very keen to speak with (name) directly as we don't want your business to miss this opportunity.

If you get through to the person:

It's (full name) calling from Hug Enterprises to discuss an opportunity to attend a free webinar that will help you to support your workforce against financial stress and reduce absenteeism.

As an employer is supporting your employees financially without having to provide a pay-rise of interest to you?

Yes - then this free webinar is perfect for you. It's all about the cost of stress and how financial worries are massively impacting workplace wellbeing

and business profitability. The webinar will assist with recruitment, staff retention and empowerment. It's on February 25th at 1pm online and will last about 30 mins.

It's going to give you strategies on how you can support your people better to prevent those issues building a healthier, happier and more productive workforce.

All I need to do today is register you for the free webinar, it'll just take a minute? You will receive an email confirmation and a reminder closer to the time and access to a recording of the webinar should things change last minute and you can't attend the live event.

Yes - register them

No - can I ask what you have in place to support your people's financial wellbeing at the moment?  And can I ask why this type of webinar isn't of interest to you?

Capture feedback where possible.

If they ask where you got their details from you have to explain where you found them, so make sure you know that before calling them. It's legitimate to say you found it on a website, or bought it from a database, the key thing is telling the truth.