

PROSPECTING PARTNER DAYS CALLING SCRIPTS



The below calling script can be used as a starting point to support your conversations throughout the Prospecting Partner Days campaign.

- 1. Net New Logo**
- 2. Follow-Up After Initial Contact**
- 3. Checking In on Existing ServiceNow Users**
- 4. Re-Engaging Dormant Leads**
- 5. Upsell & Cross-Sell**
- 6. Cross-Selling to Existing ServiceNow Users**



NET NEW LOGO

INITIAL CONTACT

INTRODUCTION: “Hi [Lead’s Name], this is [Your Name] from [Your Company]. I hope you’re doing well. I’m reaching out to learn more about your current transformation journey and how we might be able to support you with ServiceNow.”

Qualifying Questions:

“Can you share where you are in your digital transformation journey?”

“Do you have a specific plan or roadmap for your transformation?”

“What are your biggest problems and challenges?”

“How does improving service management align with your organisation’s strategic goals and vision for digital transformation?”

“What impact do you expect a platform like ServiceNow to have on your organisation’s efficiency, customer satisfaction, and bottom line?”

“How important is it for your organisation to mitigate risks associated with IT operations and service delivery?”

“What are your priorities regarding optimising resources and reducing operational costs through automation and improved workflows?”

“How critical is it for your organisation to enhance innovation and agility in responding to market changes and customer demands?”

VALUE PROPOSITION: “ServiceNow is designed to streamline and enhance your business processes. We specialise in helping organisations like yours to optimise their workflows, improve efficiency, and drive better outcomes.”

CLOSING: “I’d love to schedule a time for a more detailed conversation to understand your needs better and see how we can assist you. Does [propose a time] work for you?”

2 FOLLOW-UP AFTER INITIAL CONTACT

INTRODUCTION: “Hi [Lead’s Name], this is [Your Name] from [Your Company]. We spoke a while ago about your transformation journey. I wanted to follow up and see if there have been any updates or changes since our last conversation.”

Qualifying Questions:

“Have you made any progress on your transformation plan?”

“Are there any new challenges or opportunities that have come up?”

“Have you had a chance to explore ServiceNow further?”

“Can you provide examples of areas where you believe automation could significantly reduce costs or improve efficiency?”

“How do you currently foster a culture of innovation within your organisation, and what challenges do you face in this area?”

“What specific metrics or KPIs are you looking to improve with the implementation of a new service management platform?”

VALUE PROPOSITION: “We have a range of solutions that can help you at different stages of your transformation. Whether it’s improving service delivery, automating workflows, or enhancing customer experiences, we can support you.”

CLOSING: “Let’s set up a time to discuss your current status and how we can help you move forward. How about [propose a time]?”



CHECKING IN ON EXISTING SERVICENOW USERS

INTRODUCTION: “Hi [Lead’s Name], this is [Your Name] from [Your Company]. I understand you’ve been using ServiceNow for a while, and I wanted to check in to see how things are going.”

Qualifying Questions:

“Are you confident that you’re getting the most out of the ServiceNow platform?”

“How are you currently measuring the success of your ServiceNow implementation?”

“What KPIs or benchmarks are you using to determine if your investment in ServiceNow is maximising its potential?”

VALUE PROPOSITION: “At [Your Company], we specialise in helping companies unlock the full power of ServiceNow, whether it’s optimising workflows, improving integrations, or driving more value from existing systems.”

CLOSING: “I’d love to book a time for you to meet with one of our experts to see if there’s anything we can do to help you improve your ServiceNow outcomes. Does [propose a time] work for you?”



RE-ENGAGING DORMANT LEADS

INTRODUCTION: “Hi [Lead’s Name], this is [Your Name] from [Your Company]. We connected a while back regarding your transformation journey. I wanted to reach out and see if now might be a better time to discuss how we can support you with ServiceNow.”

Qualifying Questions:

“Have there been any changes in your transformation plans?”

“Are there any new priorities or initiatives that you’re focusing on?”

“Would you be interested in exploring how ServiceNow can help you achieve your goals?”

VALUE PROPOSITION: “ServiceNow offers a comprehensive suite of solutions that can help you streamline your operations, improve efficiency, and drive better business outcomes.”

CLOSING: “Let’s reconnect and discuss how we can help you move forward. How about [propose a time]?”



UPSELL & CROSS-SELL

UPSELLING TO EXISTING SERVICENOW USERS

INTRODUCTION: “Hi [Lead’s Name], this is [Your Name] from [Your Company]. I hope you’re doing well. I’m reaching out to discuss how we can further enhance your experience with ServiceNow by introducing additional features that could benefit your organisation.”

Qualifying Questions:

“Are you currently utilising all the features available in your ServiceNow subscription?”

“Have you encountered any challenges that additional ServiceNow modules could help address?”

“Would you be interested in learning about new functionalities that could streamline your processes even further?”

VALUE PROPOSITION: “ServiceNow offers a range of advanced features designed to optimise your workflows and improve efficiency. By upgrading your current subscription, you can unlock these benefits and drive even better outcomes for your business.”

CLOSING: “I’d love to schedule a time for a more detailed conversation to understand your needs better and see how we can assist you. Does [propose a time] work for you?”



CROSS-SELLING TO EXISTING SERVICENOW USERS

UPSELLING TO EXISTING SERVICENOW USERS

INTRODUCTION: “Hi [Lead’s Name], this is [Your Name] from [Your Company]. I hope you’re doing well. I’m reaching out to discuss how we can support your organisation by integrating additional ServiceNow solutions that complement your current setup.”

Qualifying Questions:

“Are there any other areas of your business that could benefit from ServiceNow’s capabilities?”

“Have you considered how integrating other ServiceNow solutions could enhance your overall digital transformation strategy?”

“Would you be interested in exploring additional modules that could provide more value to your organisation?”

VALUE PROPOSITION: “ServiceNow’s suite of solutions is designed to work seamlessly together, providing a comprehensive approach to digital transformation. By adding complementary modules, you can enhance your existing setup and achieve greater efficiency and effectiveness.”

CLOSING: “I’d love to schedule a time for a more detailed conversation to understand your needs better and see how we can assist you. Does [propose a time] work for you?”