

# SERVICENOW PARTNER DAYS

## CALLING SCRIPTS AND USAGE GUIDE

For ServiceNow Partners |  
Supporting Deal Registration



## HOW TO USE THESE CALLING SCRIPTS

### PURPOSE:

These calling scripts are designed to help ServiceNow partners initiate and progress early stage conversations that may lead to deal registration. They support discovery, qualification, and appropriate hand off to a ServiceNow partner specialist.

### Who These Scripts Are For

- ServiceNow partners participating in Partner Days
- Business development, inside sales, or partner outreach teams
- Teams supporting early pipeline creation and deal registration

### How to Use the Scripts

- Use the scripts as a guide, not a word for word readout
- Keep conversations consultative and customer led
- Focus on understanding priorities, challenges, and intent
- Where interest is identified, introduce a follow up with a ServiceNow partner specialist

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### Key Principles

- Partner agnostic language
- No hard selling or product pushing
- Discovery first, solution second
- Clear alignment to ServiceNow value and outcomes
- Support conversations that may progress to deal registration

### Expected Outcomes

- Qualified discovery conversations
- Clear understanding of customer needs and timelines
- Appropriate next steps agreed
- Opportunities ready for partner follow up and deal registration where relevant



## **NET NEW LOGO - INITIAL OUTREACH**

**INTRODUCTION:** “Hi [Lead’s Name], this is [Your Name] calling on behalf of a ServiceNow partner. I’m reaching out to understand where you are in your digital transformation journey and whether ServiceNow could support your current priorities”

### **Key Qualifying Questions:**

- “Where are you today in terms of digital transformation or service management?”
- “Are there any current challenges around efficiency, automation, or service delivery?”
- “Is ServiceNow something you are actively exploring or considering?”

**VALUE CONTEXT:** “ServiceNow helps organisations streamline workflows, improve visibility, and drive better outcomes across IT and the wider business. ServiceNow partners support customers through evaluation, implementation, and optimisation”

**CLOSE:** “If it makes sense, I can arrange a short follow up with a ServiceNow partner specialist to explore this further. Would that be useful?”

## **2** FOLLOW-UP AFTER INITIAL CONTACT

**INTRODUCTION:** “Hi [Lead’s Name], this is [Your Name]. We spoke previously about your transformation priorities, and I wanted to follow up to see if anything has changed.”

### **Key Qualifying Questions:**

- “Have there been any updates to your plans since we last spoke?”
- “Are there specific areas where automation or improved workflows are becoming more important?”
- “Have you had any further internal conversations about ServiceNow?”

**VALUE CONTEXT:** “ServiceNow partners can support organisations at different stages, from early exploration through to optimisation and expansion.”

**CLOSE:** “Would it be helpful to have a short, no obligation conversation with a partner to sense check next steps?”

# 3

## EXISTING SERVICE NOW CUSTOMERS – CHECK IN

**INTRODUCTION:** “Hi [Lead’s Name], this is [Your Name]. I understand you are already using ServiceNow, and I’m calling to see how things are progressing.”

### Key Qualifying Questions:

- “Are you confident you are getting the most value from your current ServiceNow setup?”
- “Are there any processes that still feel manual or inefficient?”
- “Do you have KPIs in place to measure success?”

**VALUE CONTEXT:** “ServiceNow partners often help customers optimise existing implementations, improve adoption, and identify areas for additional value.”

**CLOSE:** “If useful, I can arrange a short conversation with a partner to review your current usage and opportunities.”

# 4

## RE-ENGAGING DORMANT LEADS

**INTRODUCTION:** “Hi [Lead’s Name], this is [Your Name]. We connected previously around ServiceNow, and I wanted to check whether now is a better time to revisit the conversation.”

**Key Qualifying Questions:**

- “Have your priorities or initiatives changed recently?”
- “Is improving efficiency or automation more important now than before?”

**VALUE CONTEXT:** “Many organisations revisit ServiceNow when transformation initiatives resurface or business priorities shift.”

**CLOSE:** “Would a brief catch up with a ServiceNow partner be helpful at this stage?”



## **UPSELL - EXISTING SERVICENOW USERS**

**INTRODUCTION:** “Hi [Lead’s Name], this is [Your Name]. I’m calling to understand whether there are opportunities to extend or enhance how you are currently using ServiceNow.”

**Key Qualifying Questions:**

- “Are there areas of the platform you are not fully utilising?”
- “Are there additional challenges that current modules do not fully address?”

**VALUE CONTEXT:** “ServiceNow offers additional capabilities that can build on existing investments and help drive further efficiency.”

**CLOSE:** “Would you be open to a short discussion with a partner to explore whether this is relevant?”



## CROSS-SELL - EXISTING SERVICENOW USERS

**INTRODUCTION:** “Hi [Lead’s Name], this is [Your Name]. I’m calling to explore whether other areas of your organisation could benefit from ServiceNow.”

**Key Qualifying Questions:**

- “Are there teams outside IT that could benefit from improved workflows?”
- “Have you considered how other ServiceNow solutions might support wider transformation goals?”

**VALUE CONTEXT:** “ServiceNow solutions are designed to work together and support a broader, enterprise wide approach.”

**CLOSE:** “If helpful, I can arrange a short exploratory call with a ServiceNow partner specialist.”