## **Attorney Start a Conversation**

## Schwab Script

Good morning Sam. This is Josh. I know you weren't expecting my call and are crazy busy but I was hoping to speak with you briefly do you have 2 minutes?

Credibility

Thanks. So I’m Josh Braun. Thousands of SDRs use my prospecting guide to get higher cold email response rates. And it looks like you have SDRs.

Invitation

I'm calling because I'm hosting free events for sales teams where I'm sharing my slideshow 7 Ways to Start More Conversations Using Email so your team will know all my secrets.

Ask

No rush, but does that sound like something that might be of value to your team?

**Hi [First Name], I am Ric Lager with Lager & Company. We’ve never met, but I’m familiar with your [NAME OF COMPANY] 401(k) at Charles Schwab and was hoping you could help me out for a moment.**

**I’m calling because I work with attorneys from all over the country improving their investment management decisions in their Schwab retirement plan accounts. Does that sound like something that might be of value to you at a later date?**