

Sales script with recorded call disclaimer

Nowadays, it's commonplace for calls of all types to be recorded. In the sales world, conversation intelligence allows for recorded calls to be analyzed and revisited so that reps can improve their performance.

However, it's common courtesy (and a legal requirement in much of the world) to let the recipient of the call know the call is being recorded.

Reps can often be intimidated by the need to announce this, due to a fear of rejection, awkwardness, or something else. That's why a short script with a guide to announcing the fact that the call is being recorded can help. It provides a repeatable routine the rep can incorporate into their usual openings.

Here are a few examples:

Example 1 - prospect has no issue with the recording

Hi, my name is **[rep]** from **[company]**, I'm calling about **[product name]**. I was wondering if you had a few minutes to talk about **[topic]**?

If the prospect accepts, it can be a good chance to let them know about the recording before the call goes on.

Great! Before we go any further, I just wanted to let you know that this call is being recorded for training and quality purposes.

If that's okay with you, I'll get started!

From there, your usual pitch can continue. This example is a classic way to let the prospect know about the recording while also giving them the opportunity to ask a question or back out - that way they don't feel like it's been forced on them.

Example 2 – prospect asks for more details

Hi, my name is **[rep]** from **[company]**, I'm calling about **[product name]**. I was wondering if you had a few minutes to talk about **[topic]**?

As with before, if the prospect accepts we use the same line about the call being recorded.

Great! Before we go any further, I just wanted to let you know that this call is being recorded for training and quality purposes.

In this example, let's imagine the prospect shows hesitation, and says something along the lines of "Oh, what exactly will the recording be used for?"

The recording is actually really useful - it means I don't have to worry about taking too many notes and listening back to the call helps me improve your experience for the next time we're on the phone.

Here, the question is flipped in a manner that makes the prospect realize the recording is for their benefit too. It lets them know that a recorded call means a rep can dedicate more time to actively listening rather than scribbling down everything the prospect says. It also reaffirms that the prospect's own experience with the rep will improve in the future as a result of the recording.

Example 3 – prospect isn't okay with being recorded

Hi, my name is **[rep]** from **[company]**, I'm calling about **[product name]**. I was wondering if you had a few minutes to talk about **[topic]**?

Once again, if the prospect accepts we use the same line about the call being recorded.

Great! Before we go any further, I just wanted to let you know that this call is being recorded for training and quality purposes.

In this example, let's imagine the prospect isn't comfortable with being recorded, and says something along the lines of "Sorry but I'm not comfortable continuing the call if it's being recorded." This is unlikely, but it's good to be prepared with an answer so that it doesn't catch you off guard.

You can either continue the call without the recording, or back away depending on your team's rules. Here's an example for both situations.

1. I totally understand your hesitation – I'm really keen for us to talk about **[topic]** so I've switched off recording for this call. If there's anything else you need just let me know.

2. I totally understand your hesitation – I'm really keen for us to talk about **[topic]** however. Could we discuss it over email?

Remember, it's unethical (and often illegal depending on jurisdiction) to tell someone that you're not recording while actually continuing to.
