BazExport

BUYER CALL **SCRIPTS.**

Ready-to-use English call flows for reaching international buyers — first contact, objections, pricing and follow-up. Built for exporters running their operation on BAZ Export.

Fill the brackets before you dial: [Name] · [Product] · [Country]

01 FIRST CONTACT

The goal is not to sell on this call. It is to earn the next step: a sample request, a spec sheet, or a 15-minute video call. Say who you are, why you are calling, and what the buyer gains — in the first 20 seconds.

Standard cold call opener

You reached the purchasing manager directly. First 20 seconds.

YOU "Good morning [Name], this is [Your name] calling from [Company] in Türkiye. Did I catch you at a reasonable moment?"

TIP Asking permission lowers resistance. If they say "not really" — "When would be a better time to call?" Note the time and call exactly then.

YOU "I'll be brief. We manufacture [Product] and we currently supply [type of companies] in [Country / region]. I'm calling you specifically because [Company they work at] imports [product category], and I believe we can be a strong second source for you."

TIP "I'm calling you specifically because…" is the strongest sentence in the call. Use the buyer data from your BAZ Export panel — their import category, market, size — so the reason is real.

YOU "May I ask one question: how are you currently sourcing [Product] — locally, or do you already import from abroad?"

YOU "Understood. Here's what I suggest: I'll send you our catalogue and a price indication for your typical volumes today, and we take 15 minutes on a call this week to see if it's worth a sample order. Would Thursday or Friday suit you better?"

TIP Never close with an open question. Not "would you be interested?" — always two options: "Thursday or Friday?"

Getting past the gatekeeper

Reception or an assistant answers before the buyer.

BUYER "What is this regarding?"

YOU "It's about the supply of [Product category] — I'd like to speak with the person responsible for purchasing. Is that [Name]?"

TIP Avoid "sales" and "introduce our company". Speak about their supply, not your product. Using the buyer's name from your panel signals you're not calling a random list.

BUYER "He's in a meeting. / She's not available."

YOU "No problem. What time of day is usually best to reach him? … Thank you, I'll call back around [time]. May I have your name? … Thanks for your help, [Name]."

TIP Learn the gatekeeper's name and log it in your CRM. On the second call, greeting them by name opens the door.

Voicemail

No answer, or you were sent to voicemail.

YOU "Hello [Name], this is [Your name] from [Company], a manufacturer of [Product] in Türkiye. I'm calling about supplying [product category] to [Their company]. I'll try you again tomorrow around [time] — or you can reach me at [number]. I'll also send a short email today so you have my details. Have a good day."

TIP Keep it under 20 seconds and don't try to sell. The only goal: your name sounds familiar on the second call. Pair every voicemail with an email the same day.

02 OBJECTION HANDLING

An objection is not a rejection — it's a missing piece of information. Acknowledge first, then redirect with a question. Never argue.

"We already have a supplier."

The most common objection — and actually a good sign: they buy what you sell.

YOU "I'd expect nothing less — a company like yours wouldn't be without one. I'm not asking you to replace them. Most of our customers started with us as a second source: for price benchmarking, and for supply security when their main supplier has delays."

YOU "May I ask — when did you last benchmark your current price against a Turkish manufacturer? Freight from Türkiye to [Country] is [X] days shorter than from Asia. It costs you nothing to see our quote next to your current one."

TIP Never attack the current supplier. Position yourself as the low-risk second source — that's how you get the first order.

"Just send me an email."

Usually a polite "no". Turn it into a scheduled next step.

YOU "Of course, I'll send it today. So I send you something useful rather than a generic catalogue — which products are you buying in the largest volumes right now?"

YOU "Perfect — I'll include a price indication for exactly those items. I'll call you Friday morning to hear your first impression. Does 10 o'clock work?"

TIP Never end the call with only "I'll send an email." Always attach a concrete follow-up time — otherwise the email dies in the inbox.

"We don't work with new suppliers."

Risk objection. Lower the perceived risk, don't push volume.

YOU "That's a sensible policy — onboarding a supplier is work. That's why I'm not proposing a contract. I'm proposing a sample shipment: you test our quality against your current specification, at our cost. If it doesn't pass your QC, you've lost nothing."

YOU "We hold [certifications — ISO, CE, etc.] and we already ship to [Country / reference market]. I can send the certificates together with the samples. What spec should the samples match?"

TIP Certificates, references and a free sample are your three risk-killers. Lead with whichever the buyer's market values most.

"Not interested."

A reflex, not a decision. One calm attempt, then a graceful exit.

YOU "Fair enough — you get many of these calls. Before I let you go: if I could show you a landed price for [Product] in [Country] that's [5–10]% below what you pay today, would that be worth 15 minutes? … If not, no problem — may I send my details in case anything changes on your side?"

TIP One value-based attempt, maximum. Then exit politely, mark the lead for a 3-month re-warm in your pipeline, and move to the next call.

03 PRICE TALK

Never quote before you know quantity, specification and delivery terms. Talk landed cost, not unit price — that's where you win against distant suppliers.

Buyer asks the price too early

Don't dodge it — frame it, qualify, then commit to a number.

BUYER "What's your price per unit?"

YOU "I'll give you a real number, not a teaser — so let me ask two things first: what quantity do you typically order, and which specification / grade do you use? … Based on that, our range is [X–Y] per unit, [Incoterm]. For your exact volume I'll confirm the number in writing today."

TIP Refusing to name any number destroys trust. Give a defensible range on the call, and the exact quote in writing the same day.

"Your price is too high."

Find the comparison point before defending the number.

YOU "May I ask what you're comparing it against? … Understood. Two things to put next to that number: our lead time to [Country] is [X] days versus [Y] from Asia, and you can order [smaller MOQ] instead of a full container. Lower stock, less cash tied up. On landed cost per unit sold, we're usually not more expensive."

YOU "If the gap is still real after that, tell me your target price for [quantity]. If I can meet it responsibly, I will. If I can't, I'll tell you straight."

TIP Never cut the price without getting something back: volume, prepayment, longer contract, or flexible delivery. A discount for nothing teaches the buyer to push again.

Payment terms pushback

Buyer wants open account; you need security on a first order.

BUYER "We only pay 60 days after delivery."

YOU "For a long-term partner, terms like that are on the table. For the first order, let's keep it simple for both sides: [30% advance, 70% against documents / L/C]. Once the first two or three shipments run smoothly, we move to open terms step by step. Fair?"

TIP Frame secure terms as "first order only", with a clear path to better terms. That reads as professional, not distrustful.

04 FOLLOW-UP

Most export deals are won on the third to fifth touch. Every follow-up must bring something new — never call "just to check in".

After sending a quote (within 48 hours)

The quote is out. Call before it goes cold.

YOU "Hello [Name], I'm calling about the quotation I sent Tuesday for [Product]. Did the specification match what you had in mind? … And on the commercial side — how does the number sit against your current source?"

TIP Don't ask "did you see my email?" — ask about the content. Two separate questions: technical fit first, price second. You learn where the deal really stands.

"We're still thinking about it."

Turn a vague delay into a concrete, addressable doubt.

YOU "Completely understandable. Usually two things need to be clear before a decision like this: whether the quality matches your spec, and whether the switch is worth the effort commercially. Which of the two is the open question on your side? … Then let's resolve exactly that: I'll [send a sample / rework the offer for your real volume] this week."

TIP "We're thinking" is a fog. Name the two most likely doubts yourself and let the buyer pick — an unaddressed doubt never turns into an order.

Lead gone silent (after 2+ attempts)

The break-up message — by phone or email.

YOU "[Name], I've tried you a few times without luck — I know how busy this season gets. If the topic has dropped off your agenda, no problem at all: a one-line 'not now' is enough, and I'll come back to you in [3] months with updated prices instead of chasing you."

TIP Giving an easy exit raises response rates. Whatever the answer, log the outcome and the re-warm date in your pipeline.

Re-warming after 3–6 months

Come back with news, never "just checking in".

YOU "Hello [Name], we spoke back in [month] — at the time you were covered on [Product]. Two things have changed since: our new prices for [season / quarter] are out, and freight rates to [Country] have come down noticeably. Worth five minutes to see the updated numbers? I can send them today and call you Thursday."

TIP Reference the old conversation and bring one concrete piece of news: new prices, new capacity, lower freight, a new certificate. News reopens doors; "checking in" closes them.

EXPORTING IS NOT LUCK. IT'S A SYSTEM.

Log every call outcome in your BAZ Export pipeline — the follow-up date is the deal.