

A Telephone Calling Script You Can Personalize

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Here are some tips you can use when you are calling a new prospect or following up with a hot lead.

Please personalize this and put it in your own words!

You'll get the best results **when you are natural and yourself**; here are some talking points for getting better results with your phone calls.

Here's a script outline that's was put together by C. J. Hayden, author of Get Clients Now! <http://www.getclientsnow.com>

7 Steps For A Better Prospecting Call

1. Attention statement ----- Hello Mrs. Smith
2. Identification statement ----- My name is .
3. Permission question which includes an attention getting benefit
4. Open-ended question to engage them in conversation and uncover needs
5. Reflect back their answer and add another benefit statement
6. Open-ended question to continue conversation, and firm up the relationship
7. Reflect back answer and request a meeting

EXAMPLE

Hello, my name is Chris Winston. Barbara Allen thought we should connect. I help people in healthcare that are exhibiting at trade shows stand out from the competition and attract more qualified leads.

Do you have a moment to talk about how I can help you attract better leads at your next trade show? **(Always open with a benefit to the prospect!)**

If your not attracting enough qualified leads at your trade show booth, I can show you how to do a targeting mailing, using a unique promotional item, before the show that can make a *big* difference in your **results** at the show.

I can help you avoid expensive mistakes, and show you how to build traffic at your booth by using a targeted, effective promotional item. A promotion that won't end up in the trash. A promotion that will get your company noticed.

What kinds of leads are you currently getting with your trade show exhibits?

Since I specialize in promotional marketing for trade shows, you can be sure I understand what works and what doesn't.

My clients tell me they consistently get great results when they use my services.

How important is it to you to attract more qualified leads?

I think I can help you. Let's set up a time to meet in person, it will only take about 30 minutes. I'd like to know more so that I can best meet your needs.

If the person is clearly not interested, move on, plenty of others will be. **Don't spend time trying to convince someone of something they don't think they need.**

Be polite and thank them for their time.

One more thing you may want to add: Ask if they may be added to your mailing list or email list for future special offers.

Openings for Telephone Scripts:

(Establish a connection)

I understand you are a friend of.
So-and-so suggested I call you.

I understand you are in charge of.
We met briefly at.
I introduced myself to you at.
I gave you my business card when we met at.

When You Get Voice Mail

Put your message in writing before you call. Studies show that having talking points will double your effectiveness. Keep it no more than 30 seconds. Speak slowly and distinctly.

1. Introduce yourself first. If you have been referred, always tell them by whom.
2. State how long your message will be.
3. State the purpose of your call. Include a benefit to the customer, if possible, a dollar or percentage benefit, e.g. "I'd love to have a chance to speak with you live about how... could help you... by 50%."
4. Give your telephone number and **speak SLOWLY**. Always start with the words, "My telephone number is: area code." **and repeat your phone number twice.**
5. **Thank the customer, and tell them that if they don't get the chance to return your call you will follow up.**

EXAMPLE:

Hello, Ms. Chang. My name is Chris Winston. Carlos Ramirez at Flexico suggested I call. This message will take less than 30 seconds of your time. The purpose of my call is to let you know how you can get better results with your trade show marketing material. Our company helped increase qualified leads by 50% for companies such as yours. My telephone number is area code 111-333-5555. Let me repeat that. Area code 111-333-5555. If you don't get the chance to return my call I will follow up. Thank you very much.

Follow up with an email, personal letter or information that would be useful to your prospect. Send an inexpensive promotional item such as post-it or magnet with your letter. Enlist the help of the gatekeeper by asking when the best time to contact your prospect would be.

Your Notes:
