

# SCRIPTING FOR SUCCESS

1. Who are you calling? (What's your target audience? Types of companies, position of person you're trying to reach, location, etc):
2. What is your goal for the call? (Next step you want the prospect to take — Agree to receive an email? Sign up to a newsletter? Update their contact details?)

**Below are a couple of sample scripts for different scenarios which can be adapted to suit your way of speaking, company and goal of the call.**

## **Scenario #1: Introducing your company to the gatekeeper, and obtaining the decision maker's name**

Good Morning/Afternoon {name of gatekeeper}, it's {Your Name} from {Your Company}.

I would very much appreciate your help...could you please tell me who would be the best person to speak to regarding {products/event/company}?

Thank you {name of gatekeeper}, you've been a great help — Goodbye.

**Draft your script here:**

## **Scenario #2: Introducing a new product to a new lead who is the decision maker**

Thank you for taking my call {Mr Decision Maker's Name}, my name is {Your Name} and I'm calling from a company called {Your Company}, how are you?

I'm doing well — thank you for asking! (If they ask how you are in return).

Now {Mr Decision Maker's Name}, the reason for my call is that we've just released a new range of {type of products} that I wanted to bring to your attention — I know you weren't expecting my call, so I don't want to take too much of your time.

How would you feel about receiving some information on this?

(Hopefully they respond positively, and you can confirm their contact details and email information through to them for later follow-up)

**Draft your script here:**

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## Scenario #3: Introducing an existing product to a new lead who is the decision maker

Good morning {Mr Decision Maker's Name}, this is {Your Name} calling from {Your Company}. How are you?

I'm doing well — thank you for asking! (if they ask how you are in return)

Look {Mr Decision Maker's Name}, this is actually a sales call regarding our range of {Product/Service} and rather than waste your time, I was wondering if you are able to have a quick chat to see whether this was something you feel is of value to you and you want to discuss further?

**Draft your script here:**

## Scenario #4: Updating details in your database

Good morning {Contact Name}, my name is {Your Name} and I'm calling from a company called {Your Company}. How are you today?

I'm doing well — thank you for asking! (if they ask how you are in return)

You're probably wondering why I'm calling you - The reason for my call is because I am going through our database of previous clients and updating details. Are you able to just confirm a couple of details for me? Thank you.

**Draft your script here:**