

SCRIPT FOR CALLING A PROSPECT FROM A BUSINESS CARD

Warm Market

Hello It's here, you may not remember me but I was at one time in and you gave me your business card. Have you got a couple of minutes.?

OR

Cold Market

Hello Its here, you may not remember me but I have your business card in front of me. Have you got a couple of minutes.

Why I'm phoning... is because I'm currently working on a new project (you could add here "that multi-billionaire Donald Trump is endorsing"). that I am expanding into the Asia Pacific Market Place and I'm looking for key people to work with and I thought of you. This is just a shot in the dark, but do you keep your business options open around what you're currently doing?... Pause.

If they want you to elaborate here (what do you mean?) you can say...

Do you look for other streams of income around what your currently doing? If they answer yes at this point... Get their email address and tell them I'll send you an email link that gives an overview of what is on the table and that I will follow up in a couple of days when they have had a chance to watch it and answer any questions.

".....I can send you a video link via email – do you have broadband?"

"Ok.... If you give me your email address I'll send you the website link for you to look at.. Thanks."

If they don't have broadband say...

I'm working with a very successful company leader who I can arrange onto a call with you and they will be able to give you the bigger picture of what is on the table. What time best suits you for a call----- day or evenings? -----Can you give me a couple of times that would be convenient for us to call you?
Great I'll call you back and confirm a time for our call with Mr/Ms.....

If they ask what it is to do with just say...

I am part of a Global Essential Services Company creating a huge technology change around the world by revolutionizing the way we communicate... This is due to the shift to digital services globally and we are only looking for KEY people who want to capitalize on the present rollout of this technology into the rest of Asia as well as the current Australia NZ Pacific Market.

TIP...

(use their name throughout the script, don't overdo it but using their name occasionally helps to warm a cold market.)

AFTER CONFIRMING

If something comes up for you between now and can you please give us courtesy call to let us know that your unable to keep the appointment so that we will be able to give that time to someone else. And my mobile no is Thanks