

Instant Scripts



Introduction

Congratulations!!

Welcome to Instant Scripts, your do-it-yourself guide to writing incoming and outgoing telephone and face-to-face scripts that get results.

Once you've been through this guide, you should know exactly how to put together scripts that sound natural and lead to a sale more often than anything you've ever tried. More importantly, you'll have a selection of scripts to start testing.

This is next step in your marketing success story. From this point on, you'll have the skills to make scripts work for you.

I personally guarantee it.

How To Use This Guide

After reading the introduction and background, jump straight in and start going through ‘The 6 Steps To Writing Great Scripts’.

Each step covers an important aspect of scripts - these are things that you must give careful consideration to. Each step represents a cornerstone of a great script.

You might be surprised by how much this exercise reveals about your business. It may get you thinking about important issues that have never crossed your mind. If some of this information is new to you, don't be concerned - there's never been a better time to start seeing some real results from your scripts, and your business for that matter.

Make sure you make notes in the spaces provided. When you come to write your first few strategies, you'll need to refer back to these scribbles.

Section 3 contains ideas on creating offers for your scripts - an in-depth explanation of how to come up with good offers. You'll even find 10 examples to get you started.

Section 4 contains examples of powerful scripts, some of which may directly apply to your business.

Lastly, **Section 5** brings it all together, with templates of successful scripts. That means you can combine your new knowledge into a format you can be confident will bring results. You just fill in the gaps. That's how easy it is.

Now, it's time to get moving - there's never been a better time to start using powerful scripts and reeling in more sales.

Important: A Note About Testing & Measuring

The greatest business people and marketers are not necessarily the smartest or most innovative. Most simply understand the concept of testing and measuring.

When you are testing and measuring, there is no failure (except the failure to record your results and analyse them). Every step brings you one step closer to the right formula, and the right approach.

If you approach your marketing expecting everything to work first time, you'll be bitter and twisted when you discover it doesn't. You may give up before you should.

Remember this: marketing has certain rules, but it's still largely trial and error. You give it your best guess, then find out for sure.

It's essential that you meticulously record every result. It's extra work, but you'll be glad when you have a marketing strategy which you know will produce results. That confidence only comes from testing and measuring.

The Nature Of Scripts

What is a successful script?

Some business people tend to be about the response of their scripts. Whilst some people expect a response rate of 75-80%, the reality is that most scripts will only return a fraction of that amount.

Does this make them unsuccessful?

No. Basically any script that pays for itself can be considered successful. Here's a more in-depth guide judging the success of your script ...

1. Work out your costs. This includes the cost of advertising, staff, phone calls, offers etc.

2. Know your margins. You need to know the net profit you make from anyone who buys your product or service. By understanding how much you actually make from each sale, you'll be able to work out the % response required from the script.

3. Lifetime Value. Don't view each new customer as a once-off sale. You will normally lose money on the first sale to a new client. The average business will need to sell to a client 2.5 times before it begins to make a profit from them.

With this in mind you need to focus on bringing the customer back on a regular basis. Therefore any script campaign which covers its cost initially will turn out to be very profitable in the long term. A realistic response would be between 10-25%.

Don't ever think in terms of response though - it's largely irrelevant. Here's an example that shows you why. Let's say it costs 40c to contact each prospect. Let's also imagine that the product you're selling is priced at \$23,000, with a margin of 40%. You'd have to be pretty happy with a 1% conversion rate, wouldn't you. That means, for every \$9200 you earn, you have to spend \$40. That's a pretty good return on investment. At the end of the day, that's all that matters.

What makes a successful script?

The actual specifics of how to write a great script are covered in the next section, but let's get a broad overview now.

It's important to take care of the big issues before worrying about little things like 'what's the best word to use?'. Here are the 4 main things to consider when planning a script ...

Targeted Lists... You don't want to speak to anyone who would not be interested in your product or service.

Process... You need to plan your process. It's unlikely you'll sell large expensive items in one step, and you're really kidding yourself if you can't close a \$50 sale in two steps or less.

Urgency... People can put off buying forever - if you don't give them a reason to act now, your script will be unlikely to work.

You-Focus... Your script needs to be focused towards the customer. If it says 'I' and 'we' throughout, it's likely to bore, and you can't bore anyone into buying from you. You need to say 'so it sounds like YOU need this. By buying from us, YOU will get that plus a whole lot more, and I know that's important to YOU'.

In short, a successful script is based on a successful idea. It doesn't matter which way you say something that is uninteresting, unappealing and unaffordable - it'll still sound like rubbish. Likewise, if you've got a great offer and product, and you've really targeted the market, there's not much you do to go wrong.

Give some thought to the overall picture first - is what you're offering really worth the trouble of marketing? Perhaps you might have to face the hard reality that the reason your business is not succeeding is simple - it's a bad business.

Remember, if your business seems impossible to market, perhaps it is. By the same token, you never know until you try.

The 5 Steps To Creating Powerful Scripts

1. Who (Are Your Target Market)?

Before you put pen to paper, you need to identify exactly who it is you're trying to reach. Precisely who is your target market?

A failure to answer this question will cost you hundreds of wasted dollars and lead to a poor conversion rate. Imagine a company who sells in-ground swimming pools telemarketing to a block of high-rise rental apartments. You need to know who your potential customers are before you using your script.

Of course, it depends on the situation - it may be a cold telemarketing campaign, a phone answering script or a script for your customers in-store. Whichever, you need to define who they are and what they want.

Knowing your target market will also enable you to speak in a way that your prospect will relate to. Using terms and phrases that are commonly used by your prospects will greatly increase the effectiveness of your script.

So let's get specific - who are the people most likely to be interested in your product or service. Here are some guidelines ...

Age: How old are they? Don't just say 'all ages' or 'a variety'. We want to create a mental picture of your average customer. Think of an age that symbolises most of your customers.

Sex: Are they male or female? 'Half and half' is too broad. Practically every business is split one way or the other. Give it some real thought - which gender does business with you currently.

Income: How much do they make? Do they earn a great living, meaning that quality is the big issue, or are they scraping for every dollar, always looking for deal. It's essential that you find this out.

Where do they live: Are they local, or do they come from miles around to deal with you? This will dictate how you communicate with them.

Education: How do they speak - what do they read? It's important to speak in the way they do. If you phone up a bunch of bricklayers sounding super officious and high-falutin, they will wonder what planet you're from. You need to tailor your script to suit.

2. Where (Do you find a suitable list of prospects)?

In most cases, finding a list is not a question - they may phone you directly, drop into your store or come from another marketing strategy you are running.

If you are doing a cold telemarketing campaign, the issue of where you find a list becomes a big one. The wrong list will kill your campaign and drive your telemarketers to premature aging - the right list will make you rich. There are basically 3 ways to get yourself a list ...

Buy one from a broker... This is a quick, but expensive way to get a list. Most brokers can provide you with lists that target particular geographic or demographic segments of the population. For example you can buy a list which will give you the names and addresses of women aged between 30-55, with an income of over \$40,000 per year who live in a 7km radius of your store.

Whilst brokers can provide you with very specific lists, they tend to be far more expensive than general lists that they already have compiled. Cost will normally dictate how targeted you can be when buying a list from these companies. You'll find these companies listed under 'List Brokers' or 'Mailing Lists' in the Yellow Pages.

Use someone else's list... Find a non-competitive company with a similar target market to your own. Then simply ask them if you could ring their list. The success of this relies on you having a good relationship with the business in question. Although this method can be hit and miss, it can be a very inexpensive way of reaching potential customers. To sweeten the deal, it may be worth offering the 'host' business a commission or an incentive for every x number of products sold.

Create your own... One way to compile your own list is to run a competition. To enter, people simply need to write their name and phone number on the entry form provided and then drop it in a box. By offering one of your products or services as the prize you have a greater chance of reaching only those people who are genuinely interested in what you have to sell.

To set up this competition you need to have tickets printed and a venue to run it in. Approach a shopping centre, sporting club or retail outlet to see if they'll let you leave your tickets and entry box on their premises. Alternatively you can run it as a cut out the coupon competition in the local paper. If the prize you offer is of a high enough dollar value, the paper may run it for

you free of charge. Contact their Promotions Manager and explain your idea. You'll need to stress the interest the competition's going to create and how it will increase the papers circulation.

Of course, you can create a list by going through the White Or Yellow Pages, or using a list provided by the government (council building approval list for example). Bear in mind, these lists tend to be either completely untargeted, or used by every business you can think of. On the other side of the coin, the right script, product and offer can work well with almost any half-targeted list.

3. What (Do You Want To Say To Your Prospects)?

There's often heated debate about which type of scripts letters work best, but there is never a disagreement about which type don't - those with no obvious purpose.

Your script needs to have a clear purpose, and take people from point A to point B. Point A is your initial statement. The rest of the script should lead to Point B, which is where you ask the prospect to act now and commit.

Most important is understanding your customers. If you understand the needs, wants and position of your customer, you can sell almost anything to them.

Before writing anything, you need to decide exactly what you want your customers to do as a result of hearing your script. What is your point B?

Do you want them to front up with a credit card there and then, or simply make an appointment?

Of course, there's different psychology behind each type of objective. To make a sale, you need to answer all objections. To make an appointment, you simply have to suggest that any objections they have can be answered, and will be addressed in detail further down the track.

Once you know what you want to achieve, you need to put yourself in the position of the prospect. What do they already know about you? This is your point A. How do they feel about you? How do they feel about your product or service generally? How often have they been harassed by people in your industry? Do they want to spend a lot of time or just get it over with? What objections do they have? What else is important?

Now, you have to determine the path from point A to point B - how can you lead people through the decision making process?

We'll work that out in part 5 - How (To Write Your Script). First, let's deal with something even more important ...

It pays to remember that simply asking people to act now (or for that matter, telling them to act now) is rarely enough. You need to give them a good reason why NOW is the time to do something.

See, most purchases can be delayed forever. It's one thing to create desire, but it's another to actually get people to part with their cash. Every month,

customers have to decide what to spend their money on. It could very realistically be a decision between buying your lovely oriental statuette, or buying the kids school shoes.

Every buyer has priorities. Of course, there are ways to re-arrange these priorities.

If you offer a special deal on the statuette, the customer may think “well, the kids can wear those tatty sneakers a little longer - but I won’t get this deal on this statuette again”.

The question is, how do you offer a great deal without slicing your profit margin drastically. There’s a couple of ways. First, make sure you are selling products or services with a high margin. Often, that’s not possible - try getting a high margin on petrol. If you have the option of gearing your business towards higher margin items, do so - it’s much easier to come up with great deals.

If you can’t do that, you need to find items or services that are highly valued by the customer, yet have a low cost. Extra service is an old standby, information booklets are another one. Even better are services you can get for free from other businesses. For example, a hairdresser could offer to introduce their clients to a beauty salon, if the beauty salon agrees to give every customer a free facial.

Of course, you can create urgency by placing a limitation on the availability. You could say ‘these will be only available for the next 2 weeks, then the new model is coming in’ or ‘the prices are about to rise’, or ‘we’ll only be in town for 4 days’. Naturally, being truthful is better - people are excellent at picking up insincerity.

4. How (To Write Your Script)?

It's a common misconception that you have to be a great writer, or some wizard with words to write a script that works.

That's rubbish - many of the most successful scripts are written by people who know their market, and who know how to come up with a good offer. Their writing skills are irrelevant.

Simply calling a database of stressed out execs with a script that says '100% less stress in 10 minutes or it's free ... guaranteed. Normally \$15, we come to you, phone 4563 4525 for an introductory session' is probably enough. It doesn't matter what language you use, or even if you use words wrongly. At the end of the day, who cares about that stuff? If your market is high school English teachers, you may think twice.

It might sound funny, but most people won't even know if you're using proper English or not. People probably won't avoid buying from you because you can't pronounce quixotic, superfluous or rhetorical.

As long as your message is clear, quick and targeted well, your script will work. It's really like serving food - if you are serving a delicious meal, it'll taste just as good delivered on paper plates as on your best silver. People may prefer it on the silver, but if you're serving to people hungry for what you've cooked, they'll eat anyway.

There is only one sin you don't want to commit - getting off the point, or rambling too long. If every word and every sentence says something important to the sale, fine. If your script is full of guff, people will lose interest very quickly, and hit you with the old standby 'not interested!'

Each successful script follows a basic formula, although it varies depending on the situation and the objective of script. Here are some guidelines for each type of script ...

Telemarketing (Cold List)

Greeting: Include a greeting that announces your name, your company and asks how the prospect is. It's essential that you ask the obligatory 'how are you' slowly and take time listening to the response. If you seem to be rushing through that part, it'll set the tone for the entire script.

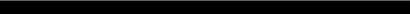
Outline Reason For Call: You must explain why you are calling, but always ask for permission. Say 'is it ok if I outline the reason for my call today?' then do exactly that. Explain the process you'll be running through, then ask if it's ok if 'we go through the call that way'. People tend to be a bit bamboozled by this approach, but that's a good thing. You want stand out, and say 'this is something different - I'm a professional'.

Ask Open-Ended Questions: Without doubt, this is the most important thing anyone could ever learn about scripts. You must ask questions that can't be answered with a 'yes' or 'no' - questions the prospect has to think about and get involved in. It's a good idea to ask questions that encourage the prospect to do the selling for you. Tell them about how good you are, then ask 'And what benefits can you see in having a business that will do all that for you?'. It's a tricky way to get them to say 'yes, it would be a good idea to deal with you'.

Get Agreement: At some point, you must get some feedback from the prospect. The best way is to ask a rhetorical question, and get them to answer 'yes'. This is the one time you break the rules. You say 'So it sounds like you'd benefit by [benefit 1], [benefit 2] and [benefit 3] - that sounds pretty irresistible doesn't it?'. Or what about 'it seems like you'd be crazy to stay with your current supplier, doesn't it?'. Or, as a softer approach, what about 'you can see the sense in what I'm saying, can't you?'. Once you have this agreement, there is no reason why the entire thing shouldn't proceed to Point B - the objective.

Deal With Objections: At some point, the prospect will probably raise an objection or 4. That's fine - as long as you know how to deal with them. The first thing you say is 'Can you elaborate on that for me?'. Get them talking a bit more. Then say something like 'now, assuming I could show you a way to get around that problem, would you be interested in that information?'. Then answer the objection, but do it empathetically - that is, say 'I understand that, and I used to think that way myself, but then I discovered', or alternately 'yes, I know what you mean.

Someone else said that to me recently, but here's something that will surprise you'. Then, it's really up to you - you need to determine the major objections and a way to acknowledge them then turn them around. If someone says 'I haven't got the money', you could say 'I understand that - it's usually short this time of year. But there's some good news - you can afford this. We have lay-by, payment plans and interest free finance for 6 months. We also accept all major credit cards. Which of those would be most suitable for you?'. If they say 'I don't have time', you could say 'yes, it's hard to find time when life is so busy - but you know what, it only takes 1 hour a week, and the benefits are massive. Wouldn't you say it's worth investing 1 hour in yourself, you know - doing something just for YOU?'. Of course, there'll be times when you run into objections that can't be answered. If you offer your best payment plans and they still can't afford it, then forget it. If they've just bought a competitors brand and would never change, forget it too. These people aren't in your target market, and should be scratched from your list. Remember, you can't sell to people who don't have the means to buy, and no interest in doing so.

Close & Take The Next Step... If you've got this far, you should be able to assume that the person is interested in buying. If you have agreement and you've dealt with their objections, it's time to nail it down. The first thing to do is trial an assumptive close. That is, 'We'll make an appointment now - would you prefer tomorrow or Thursday?' or 'Ok, which credit card is it easiest to process that on?'. Something else to consider is making the decision for them. Instead of saying 'Would you like to book in for your service now?', why not say 'I'd like to book you in for your service now - would today or tomorrow suit you better?'. If your close fails and they say 'no, not yet' or 'I don't want to', say 'ok, I thought you were ready to get the process under way. Level with me - what's preventing you making this decision right now?' or alternately 'what is it that you're not telling me?'.


Telemarketing (Follow Up On Direct Mail)

Greeting: Include a greeting that announces your name, your company and asks how the prospect is. It's essential that you ask the obligatory 'how are you' slowly and take time listening to the response. If you seem to be rushing through that part, it'll set the tone for the entire script.

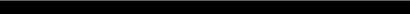
Outline Reason For Call: You must explain why you are calling, but always ask for permission. Say 'is it ok if I outline the reason for my call today?' then do exactly that. Explain the process you'll be running through, then ask if it's ok if 'we go through the call that way'. People tend to be a bit bamboozled by this approach, but that's a good thing. You want to stand out, and say 'this is something different - I'm a professional'.

Allude To The Letter: The beauty of sending a letter first is that it gives you an excuse to call. You can say 'I sent you a letter last week, and promised to give you a call about now. You may remember the letter - the headline was [headline]'. Then ask 'do you remember the letter I'm talking about?'. Whether they say 'yes' or 'no' doesn't matter. If they say 'yes', you can say 'great, I just wanted to run through the main points and discuss the offer I made in that letter'. If they say 'no', say 'that's fine, I'll give you the gist of it now, and save you time reading it later'. It's a good idea to include some gimmick with your letter, so that it gets remembered.

Ask Open-Ended Questions: Without doubt, this is the most important thing anyone could ever learn about scripts. You must ask questions that can't be answered with a 'yes' or 'no' - questions the prospect has to think about and get involved in. It's a good idea to ask questions that encourage the prospect to do the selling for you. Tell them about how good you are, then ask 'And what benefits can you see in having a business that will do all that for you?'. It's a tricky way to get them to say 'yes, it would be a good idea to deal with you'.

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Door To Door (Cold)

Get A Human Element Upfront: There's no reason you can't run through the first minute or two without even telling them who you are. If you have a name-badge and a clipboard, they'll know you've come about something. Why not say 'Geez, that's a massive dog you've got - I bet he could swallow a man whole' or 'Man, this weather's driving me crazy. Just when you think it's going to fine up, it starts raining again. I've been soaked four times, know what I mean?'. Once you've built this kind of simple relationship, people are more likely to hear you out.

Greeting: Include a greeting that announces your name, your company and asks how the prospect is. It's essential that you ask the obligatory 'how are you' slowly and take time listening to the response. If you seem to be rushing through that part, it'll set the tone for the entire visit.

Outline Reason For Visit: You must explain why you are calling, but always ask for permission. Say 'is it ok if I outline the reason for my visit today?' then do exactly that. Explain the process you'll be running. People tend to be a bit bamboozled by this approach, but that's a good thing. You want stand out, and say 'this is something different - I'm a professional'.

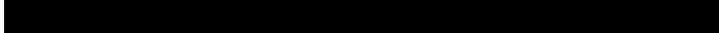
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Get Inside: This is more important for some types of businesses than others. An easy way to do this is to say 'Look, it might be better if I explain this inside'. Don't say 'would that be ok', just say it as it's written. People will feel very rude if they say 'well buzz off then', although some will anyway. Another approach is 'it sounds like this could be perfect for you - can we discuss it over a cup of tea?'.

Get Agreement: At some point, you must get some feedback from the prospect. The best way is to ask a rhetorical question, and get them to answer 'yes'. This is the one time you break the rules. You say 'So it sounds

like you'd benefit by [benefit 1], [benefit 2] and [benefit 3] - that sounds pretty irresistible doesn't it?'. Or what about 'it seems like you'd be crazy to stay with your current supplier, doesn't it?'. Or, as a softer approach, what about 'you can see the sense in what I'm saying, can't you?'. Once you have this agreement, there is no reason why the entire thing shouldn't proceed to Point B - the objective.

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Incoming Phone Script (Enquiry)

Greeting: Include a greeting that announces your name, your company then thanks the prospect for calling. Say 'Hi, thanks for calling [business name], this is [your full name]. Slow down with this part - if you seem to be rushing through, it'll set the tone for the entire visit.

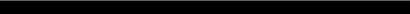
Get Into The Questions: Whatever they ask first, make sure you say 'Thanks for your call. Just so I can help you best, is it ok if I ask you a couple of questions?'. Don't answer their initial question under any circumstances.

Ask Open-Ended Questions: Without doubt, this is the most important thing anyone could ever learn about scripts. You must ask questions that can't be answered with a 'yes' or 'no' - questions the prospect has to think about and get involved in. It's a good idea to ask questions that encourage the prospect to do the selling for you. Ask them specifically what they need, who else they've seen, how much they think is a fair price to pay etc. Then tell them about how good you are, then ask 'And what benefits can you see in having a business that will do all that for you?'. It's a tricky way to get them to say 'yes, it would be a good idea to deal with you'.

Get Agreement: At some point, you must get some feedback from the prospect. The best way is to ask a rhetorical question, and get them to answer 'yes'. This is the one time you break the rules. You say 'So it sounds like you'd benefit by [benefit 1], [benefit 2] and [benefit 3] - that sounds pretty irresistible doesn't it?'. Or what about 'it seems like you'd be crazy to stay with your current supplier, doesn't it?'. Or, as a softer approach, what about 'you can see the sense in what I'm saying, can't you?'. Once you have this agreement, there is no reason why the entire thing shouldn't proceed to Point B - the objective.

Deal With Objections: At some point, the prospect will probably raise an objection or 4. That's fine - as long as you know how to deal with them. The first thing you say is 'Can you elaborate on that for me?'. Get them talking a bit more. Then say something like 'now, assuming I could show you a way to get around that problem, would you be interested in that information?'. Then answer the objection, but do it empathetically - that is, say 'I understand that, and I used to think that way myself, but then I discovered', or alternately 'yes, I know what you mean. Someone else said that to me recently, but here's something that will surprise you'. Then, it's really up to you -

you need to determine the major objections and a way to acknowledge them then turn them around. If someone says 'I haven't got the money', you could say 'I understand that - it's usually short this time of year. But there's some good news - you can afford this. We have lay-by, payment plans and interest free finance for 6 months. We also accept all major credit cards. Which of those would be most suitable for you?'. They may say 'I can get it for \$x somewhere else'. You say 'Right, I've heard of people doing it for those prices. You might want to check up though. Do they give you x, y and z? You tend to find you get what you pay for. And x, y and z are important to you, right?'. If they say 'I don't have time', you could say 'yes, it's hard to find time when life is so busy - but you know what, it only takes 1 hour a week, and the benefits are massive. Wouldn't you say it's worth investing 1 hour in yourself, you know - doing something just for YOU?'. Of course, there'll be times when you run into objections that can't be answered. If you offer your best payment plans and they still can't afford it, then forget it. These people aren't in your target market, and should be scratched from your list. Remember, you can't sell to people who don't have the means to buy.

Close & Take The Next Step... If you've got this far, you should be able to assume that the person is interested in buying. If you have agreement and you've dealt with their objections, it's time to nail it down. The first thing to do is trial an assumptive close. That is, 'We'll make an appointment now - would you prefer tomorrow or Thursday?' or 'Ok, which credit card is it easiest to process that on?'. Something else to consider is making the decision for them. Instead of saying 'Would you like to book in for your service now?', why not say 'I'd like to book you in for your service now - would today or tomorrow suit you better?'. If your close fails and they say 'no, not yet' or 'I don't want to', say 'ok, I thought you were ready to get the process under way. Level with me - what's preventing you making this decision right now?' or alternately 'what is it that you're not telling me?'.


In-Store Script

Greeting: When someone comes in, ask 'Hi, have you been in before?'. Slow down with this part - if you seem to be rushing through, it'll set the tone for the entire visit. If they say 'no', say 'great, thanks for coming in. Let me show you around'. If they say 'yes', say 'I thought so - you look familiar, what brings you back today?'.

Ask Open-Ended Questions: Without doubt, this is the most important thing anyone could ever learn about scripts. You must ask questions that can't be answered with a 'yes' or 'no' - questions the prospect has to think about and get involved in. It's a good idea to ask questions that encourage the prospect to do the selling for you. Ask them specifically what they need, who else they've seen, how much they think is a fair price to pay etc. Then tell them about how good you are, then ask 'And what benefits can you see in having a business that will do all that for you?'. It's a tricky way to get them to say 'yes, it would be a good idea to deal with you'.

Get Agreement: At some point, you must get some feedback from the prospect. The best way is to ask a rhetorical question, and get them to answer 'yes'. This is the one time you break the rules. You say 'So it sounds like you'd benefit by [benefit 1], [benefit 2] and [benefit 3] - that sounds pretty irresistible doesn't it?'. Or what about 'it seems like you'd be crazy to stay with your current supplier, doesn't it?'. Or, as a softer approach, what about 'you can see the sense in what I'm saying, can't you?'. Once you have this agreement, there is no reason why the entire thing shouldn't proceed to Point B - the objective.

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Close & Take The Next Step... If you've got this far, you should be able to assume that the person is interested in buying. If you have agreement and you've dealt with their objections, it's time to nail it down. The first thing to do is trial an assumptive close. That is, 'Ok, let's wrap it up and let you take it home - how would you like to pay for that' or 'Ok, which credit card is it easiest to process that on?'. Something else to consider is making the decision for them. Instead of saying 'Would you like to book in for your service now?', why not say 'I'd like to book you in for your service now - would today or tomorrow suit you better?'. If your close fails and they say 'no, not yet' or 'I don't want to', say 'ok, I thought you were ready to get the process under way. Level with me - what's preventing you making this decision right now?' or alternately 'what is it that you're not telling me?'.


5. What else (do you need to think about)?

Use this section as a final checklist - once you're happy with the script, run through and make sure you're ready to get started. Here are a few things you may not have thought of ...

Staff Training: Do your staff fully understand the script you've implemented? It's important that they understand the vital role they are to play in this strategy. If your new customers come in and find your staff are uninterested in giving them service, the exercise will be a waste of time. Your staff also need to be shown how to use the script, and they need LOTS of practice. It'll represent a new way of going about it, so give them time to adjust.

Check Stock and Staff Levels: It's unlikely your script will make hundreds and hundreds of sales all at once (very few actually do), but you need to be prepared for a sizeable response. There would be nothing worse than having a rush of new sales only to find you have no stock or are too busy to fill the orders. Plan for your script campaign by making sure you can cater for any increased demand.

Examples

Door To Door

Hi there, I'm Jim Murray from Pure Water Systems. How are you today?

Great. Would it be ok if I explained the reason for my visit today?

Thanks. Pure Water Systems, the company I work with, is offering 12 home owners in this area a free 5 day trial of these new Benchtop Water Filters. We're guaranteeing that you'll be thrilled with the difference in the taste of your water. If not, we take the unit back and ask for no payment. Can I just ask, have you ever had a water filter before?

Right. You may not know, but water filters are now so good, they produce water that tastes better than the stuff you buy. Most people find that hard to believe, so I offer a taste test. I've got a sample of water straight out of the tap, and a sample that's been filtered. Which would you like to taste first?

Ok, here you go?

What do you think?

Now, try the other one?

Notice a difference?

Excellent. Now, as we only have a limited number of filters to offer for trial, I need to run you through 3 qualification questionnaires. As I'm sure you can understand, we need to make sure these trial units go to the right people. Is it ok if I run through those 3 questions now?

Great. Did you know that your body needs about 8 glasses of water a day to function properly?

Uh-huh. Secondly, did you know that unfiltered tap water can contains harmful chemicals?

Right. And lastly, do you ever choose other drinks over water because of the poor taste of tap water?

Hmmm. Interesting. I think you'd benefit from trying our water filter. The installation just takes a couple of minutes. Is it ok if I do that now?

Great.

Thanks for your time today. I'll phone you in 5 days to ask whether you and your family have noticed a difference. Could I just take down your name.

Right, and your number here.

Thanks. Here's some more info on our water filters - it's just a one page sheet that outlines the benefits of drinking filtered water. I'll give you a call soon. Bye for now.

Follow-Up Script

Hi [name], it's Jim from Pure Water Systems. You've been living with our trial water filter for 5 days now. How are you?

That's great. What have been the main benefits you've found using our water filter?

Right, and have your whole family noticed the difference?

Uh-huh. Do they seem to be drinking more water?

Excellent. [name], do you like the benchtop style, or would you prefer one under your sink that can't be seen?

I see. We're actually running a special on those right now. The normal price is [\$x] - we have 6 brand new units we're running out at [\$y]. How does that fit with that you had in mind?

Great. I could arrange delivery and free installation on Tuesday morning or Wednesday evening. Which of those suits you best?

Excellent. Now which credit card is it easiest to process that on?

And the number is ...

OR

Ok, would it be ok if I picked up a cheque when we install the unit?

Great. I've got that down in my appointment book. I'll see you then.

Telemarketing Script

Greeting

Hi there, could I speak to Mr or Mrs X

Thanks. Hi, my name's [name] and I'm from a company called Sprayseal.
How are you tonight?

Explanation

Great. Can I just outline the reason for my call?

Thanks. As I said, I'm with a company called Sprayseal - we're scheduled to do 2 appointments in [street] tomorrow, and a couple over the next week. We're out there inspecting roofs, checking for leaks, oxidisation and other common problems in your area. By the way, what type of roof do you have?

Questions

I see. Do you know how old it is?

Mmmm, it's getting on. We find roofs need to be checked every couple of years - otherwise they develop leaks which let the water in and rust & discolouration which simply looks bad and devalues your home. Could I just ask, when was the last time you had your roof professionally checked?

{with some surprise} Really? What problems have you noticed - roof leaks for example?

For TILES ...

Cracked tiles, fading tiles, cracked mortar or cracked ridging?

What about loose tiles?

For IRON

How about discolouration and rust?

Loose nails, lifting sheets, flaky and/or oxidising paint?

For FIBRO

Black & mouldy roof?

Sheets have become porous?

Do you know about the asbestos risks with Fibro roofs?

End ...

Listen, I can book you in for a [free roof inspection]. We're going to be out there anyway, and it only takes 15-30 minutes. Our guys are professionals - they'll get up there and do a complete examination. If there's nothing wrong, they'll let you know. If there is something to look at, they'll also tell you. It's completely free. I know if it was me, I'd have it done - if you don't take care of the little things early, they get bigger, and much more expensive later on. It's worth a look. Now what's a time when both you and your partner will be home. Does tomorrow suit you both, or would you prefer Thursday?

Great. Morning or afternoon?

Ok, and would you rather 10am or 11:30am?

That's fantastic. Oh, one more thing - your first name is ...

Ok [name] - our inspector, Harry will come out and see you and your partner then.

Door To Door Script

Hi, my name's [full name] - I'm with a new business in the area called Envirofriendly ... We're just starting off and I wanted to say "hi" personally - rather than just send you a letter or flier to add to your junk mail pile - you know what I mean ...

Would it be OK if outlined the purpose of my visit today ?

First, I'd like to talk with you about the serious drainage problems residents in this area are experiencing - many people are experiencing blockages, bad smells and other problems ...

Secondly, I would like to offer you a quick, free check on your drains, just to highlight where the problems might arise ...

Thirdly - given that we can both see the benefit in keeping your drains problem and smell free from now on, I'd like to show you exactly how you can do that ...

Would it be OK if I went through the visit that way?

Great ... could I just ask what sort of problems you may have experienced with your drains in the past or that you know other people in the area have experienced ? ...

What do you know about drains and drainage problems ?

How did you fix it?

Was that expensive ?

Has any company ever come to you and offered assistance with your drains?

Based on what you have just told me it sounds like you are aware of drainage problems existing however have not got a simple and effective way to clean and fix the problems ... how does that fit with what you have in mind ?

Lets have a look at your drains now and apply the FREE 15 point drainage

[Check out drains]

Yeah, this is typical of what we've seen around here - you know, in some cases people have had to get their whole drainage system replaced because of problems with their drains - servicing and replacements can cost anywhere

from \$... to up to \$3000 ... not a pretty situation however there is a way you can ensure you never again experience bad smells or blockages of any kind - would it be OK if I go through how you do this now ?

[Do demo with Drainsolv]

You obviously see the benefit in keeping your drains this way from now on? ... great ... to achieve this would it be OK if I just outlined the steps involved in getting this process under way?

Firstly, we supply to you at cost 1 months supply of the product - consider it a trial ... if it doesn't do precisely what I've promised it would, just send it back and we'll refund your money ...

And by the way the investment in the product is ONLY \$3 a week ... so that's only \$12 for the first month's supply ... how does that fit with what you have in mind ?

Great would you like to pay for that by credit card or would you like to make a cheque out for it now ... which one suits you best ?

Incoming Script

Intro ...

Good morning/afternoon, thanks for calling Capalaba Landscaping & Garden Centre, this is [name] ...

[Customer question]

Thanks for your call. Just so I can help you best, is it ok if I ask you a few questions?

[Sure]

Great. First, have you bought [x] before?

[Yes/no]

If yes ...

What did you find when you bought it last time? Were you happy with the price, quality and service?

[Explanation]

Right, it looks like I can help you out there - we [explain benefits], and to make sure you avoid that problem again, we also [explain what you do differently]

By the way, can I just ask what you'll be using this [x] for?

[Answer]

Ok, that sounds interesting. I can think of 4 different types of [x] that would suit that perfectly. You really need to take a look, though. I could see you this afternoon, or tomorrow morning - which of those would suit you best?

If no ...

Ok, how many places have you seen so far?

[number]

Right. Has anyone told you about the different types of [x].

[Yes/no]

Uh huh. I see. There's two other things I'd mention. The first is [fact 1], the second, and this is what most places don't seem to mention is that [fact 2].

By the way, can I just ask what you'll be using this [x] for?

[Answer]

Ok, that sounds interesting. I can think of 4 different types of [x] that would suit that perfectly. You really need to take a look, though. I could see you this afternoon, or tomorrow morning - which of those would suit you best?

End ...

Alright, I've got that down in my diary for [rough time, eg - mid-afternoon]. By the way, your name is ...

That's great [name] - I look forward to seeing you then.

Bye for now ...

If they ask 'what's the price?' ...

Ok, that depends. Firstly, are you interested in getting away as cheaply as possible, or is quality more important?

[They'll probably answer, 'a bit of both']

Right, because there is some really cheap and nasty stuff. I have a bit of it, I usually reserve it for people who don't care about the end result. Could I just ask, have you been quoted prices anywhere else?

[Answer]

If you don't mind me asking, what did they quote you?

[Answer]

If it's super cheap ...

That sounds a bit like one of those cheap and nasty products. I can match that, but for what you're looking to do, I'd recommend [x] - it's only \$[x] more and will do a 200% better job. Or if you're after top quality stuff, go for [y] - it's incredible ... my professional customers use that. I've got both of those in stock - I could show them to you this afternoon or tomorrow morning. Which of those suits you best?

If it's expensive ...

Wow, that's surprising. I always thought those guys were cheap. They might have put their prices up. I can do that same product for less than that. But I'd recommend [x]. It's not as cheap, but it'll do the job 200% better. It'll probably work to less than what they've quoted you. Or, if you want to get away for rock bottom, try [y] - it's great value. I've got both of those in stock - I could show them to you this afternoon or tomorrow morning. Which of those suits you best?

If it's in the middle ...

I can match that, but for what you're looking to do, I'd recommend [x] - it's only \$[x] more and will do a 200% better job. Or if you're after top quality stuff, go for [y] - it's incredible ... my professional customers use that. I've got both of those in stock - I could show them to you this afternoon or tomorrow morning. Which of those suits you best?

Script for Incoming Calls

Greeting

Good morning/afternoon, thanks for calling Sandown Tyre & Brake, this is Trevor Smart.

[Just calling about the ..., What's the price on ...]

Thanks for your call. Could I just ask your name?

[John]

Thanks John, just so I can help you best would it be ok if I asked you a few questions?

[Sure]

Questions

Great. First, what sort of vehicle do you own?

[Falcon]

I see, and when was the last time you had your tyres replaced?

Path 1

[6 months ago]

Right, they didn't last long. What brand were they?

[X brand]

Yep, the cheapies. You'll find they wear out pretty quickly. For your car I'd recommend [y] brand - they'll last twice as long, give you a better ride and only cost a couple of dollars more.

Path 2

[18 months]

Right, and you've been happy with them?

[Yes]

Great, I've got those in stock and I'll fit them for you today.

OR

Great. I've got a brand that are just slightly better than the previous tyres you've used. They cost a little less. I'll fit those for you today.

End

How many tyres do you need?

[number]

Great, I could do that for you at 12pm or later, say 4:30pm, which of those suits you best?

[time]

Excellent. And your full name is ...

[John Market]

And your best contact number there ...

[number]

Right John, I'll see you at [time]. It'll take about 15 minutes. I'll prepare a cuppa for you while you wait. How do you have it?

[White & one]

Great. And could I just ask, do you prefer chocolate or blueberry muffins/

[Chocolate]

Ok, I'll see you soon.

Templates

How To Write A Direct Mail Follow-Up Script

Step 1

Ensure that you are smiling before you dial the number. A good technique is to picture the caller sitting on the other end of the line with their wallet open.

Step 2

Greet them and build rapport. It's important to sound like a 'breath of fresh air'. Work yourself into a persona - one of friendliness and happiness.

Say 'Hi [their first name]. How are today?'. Take your time with this part of the call - and be genuinely interested in the answer. If you treat them like a person, and not just a name on a page, you're likely to get a warmer response.

Step 3

Ask for permission. This is critical as it gives you 'talking space' and the permission to discuss whatever you have to discuss.

Say 'Would it be ok if I outlined the reason for my call?'. Alternately, try 'Can I tell you why I'm calling today?' or 'Is it alright if I just cut right to the chase and tell you why I've phoned you today?'.

Step 4

Outline the call. Explain precisely what you're going to say. For example, 'Firstly, I'm calling to check you received a letter that I personally addressed to you recently. You may remember it - the letter with the [any gimmicks or special implements that are included in the letter]. Secondly, I wanted to talk to you about the offer I made in that letter. Thirdly, given you like what you hear, we'll discuss how you can take advantage of that offer.'

Make sure you go through these points slowly. DON'T just read them off as fast as you can. Ensure the person on the other end is listening and understanding what you have to say.

Then say 'Would it be ok if I went through the call that way?'. They should say 'yes'.

If they say anything else, say 'could I just ask why?'. If they say 'I'm too busy', you say 'that's fine, I understand. I do have something good to share with you, so I'll make a note to phone you back. I could do that later this afternoon, or tomorrow morning. Which of those is better for you?'. If they say 'neither', you say 'ok, give me a day and a time this week, and I'll work around that.'

Step 5

Confirm they've received the letter - 'Great [name] ... do you remember the letter I'm talking about - you may remember it contained a [special or unique inclusion]' or 'you may remember it talked about [key points in the letter]'.

If they say 'yes, I remember', go on to the next point. If they say 'not sure' or 'no', you say 'that's fine - I can save you a lot of time by just outlining the key points with you now'.

Step 6

Outline the key points in the letter. Say 'The letter talked about how you can [key benefit], and how my organisation, [your business name], can help'.

Then, lead into some specific questions about their business. Start with 'Can I just ask, what benefit do you see in [key benefit]'. Then, continue with a list of open-ended questions, beginning with WHAT, HOW, WHEN etc. Don't ask questions that may be answered with a 'yes' or 'no'.

Some examples of questions ...

'What have been your experiences with buying [your type of product]?'

'How would you rate your happiness with the businesses you've dealt with in the past?'

'When were you thinking about upgrading next?'

'How often do you need [your type of product]?'

'Have you had trouble with [key frustration]?'

'Do you see a benefit in getting around that?'

Next, you need to ask a key question. A good example is 'Ok, so what's most important to you when buying [your type of product or service]'.

Then say 'Can you elaborate on that for me?'. When you have an excellent outline of their current situation and needs, move on to the next step.

Step 7

Refer back to the offer. Say 'That's great, because we can really help you with that. You'll notice our letter contained an offer of [outline offer]. That means you'll get better service and a great deal to boot. How does that fit with what you have in mind?'

If the answer is 'sounds good' or something similar, move onto the next step. If not, say 'ok, which parts are you unsure about?' or 'Ok, what do we need to change to make it fit with what you had in mind?'

Then say 'Ok, supposing I can give you [anything else they want], how does that fit with what you had in mind?'. If they say 'fine', then say 'Great, because I can give you [explain an alternative solution, that suits better]'

Step 8

Book an appointment, or make the sale direct. It pays to assume that the prospect is interested enough to want to see you, or buy right now. And considering you have proposed an ideal solution to a problem they have, there is no reason why they wouldn't want to.

Use the line ... 'That's great, it sounds as though we have what you're after. Assuming you're happy with what we've discussed, I could see you this afternoon at [time] or tomorrow morning at [time], which of those suits you best?'. Or 'Assuming you're happy with that, I could get that posted out to you today. What's your best delivery address?'. Then say 'Great, and which credit card is it easiest to process that on?'

Step 9

Confirm. Say 'Excellent, it's been great to talk to you. And just for my records, is this the best number to get you on, or is there another line that suits you better?'

Lastly, end on a high - 'Thanks so much for your call, and I look forward to seeing you at [appointment time]. Bye for now.' Or 'Great, I'm just putting that in the post for you now - I'll phone soon to check how it's going. Bye for now'.

How To Write An Incoming Phone Script

Step 1

Wait for the phone to ring twice, then answer it. Sooner than two rings makes the caller feel uncomfortable. More than two rings sounds unfriendly.

Step 2

Ensure that you are smiling before you answer the phone. A good technique is to picture the caller sitting on the other end of the line with their wallet open.

Step 3

Your first line should be “Good [morning/afternoon/evening], thanks for calling [your business name], this is [your full name]”. If they give you their name immediately, write it down.

Step 4

They will ask their first question at this point. Some common questions are ‘Do you have any [x]?’ or ‘What’s the price on [x]?’. Unless the question is something similar to ‘Where do I post the cheque’, you **MUST** say ‘Thanks for your call. Just so I can help you best, would it be ok if I asked a couple of questions?’.

Step 5

Upon receiving their approval, begin asking open-ended questions. These are questions that start with **WHAT, HOW, WHEN** etc. Questions that lead into a ‘yes’ or ‘no’ response will stop the flow of conversation. Here are some ideas on questions you could ask ...

“Right, when do you need that [x]”

“What have been your past experiences with [x]?”

“Why do you need an [x] right now?”

“So what are you looking for in an [x]”

“How many quotes have you had on [x]”

Each question builds a relationship with the prospect, and leads to the ultimate outcome - a clear picture of their wants, concerns and attitudes. Also, it pays to ask ‘Where did you hear about us?’ and ‘What is it about the advertisement that made you want to phone’.

Step 6

Confirm that they are ready to make the decision. Ask ‘who else is involved in making this decision?’. Also, ask ‘what is the most important thing you’re looking for, with regards to [x]?’.

Step 7

Offer a solution. Say ‘Based on what you’ve told me, it sounds like [repeat their criteria for buying back to them]. With that in mind, I recommend the [best solution, with an explanation of why it is the ideal way to go].’

Step 8

Use a ‘temperature-checking’ line. The ideal phrase is ‘How does that fit with what you had in mind?’.

If the answer is ‘sounds good’ or something similar, move onto the next step. If not, say ‘ok, which parts are you unsure about?’ or ‘Ok, what do we need to change to make it fit with what you had in mind?’.

Then say ‘Ok, supposing I can give you [anything else they want], how does that fit with what you had in mind?’. If they say ‘fine’, then say ‘Great, because I can give you [explain an alternative solution, that suits better]’.

Step 9

Book an appointment. It pays to assume that the prospect is interested enough to want to come and see you. And considering you have proposed an ideal solution, there is no reason why they wouldn’t want to.

Use the line ... ‘That’s great, it sounds as though we have just what you’re after. Assuming you’re happy with what we’ve discussed, I could see you this afternoon at [time] or tomorrow morning at [time], which of those suits you best?’.

Step 10

Confirm. Say ‘Excellent, I’m looking forward to it. Oh, by the way, what’s your first name? Great [name], and your second name is ...? Thanks, will anyone else be coming with you? What’s their name? And just in case we need to reschedule, your phone number is?’

Lastly, end on a high - ‘Thanks so much for your call, and I look forward to seeing you at [appointment time]. Bye for now.’

How To Write A Cold Telemarketing Script

Step 1

Ensure that you are smiling before you dial the number. A good technique is to picture the caller sitting on the other end of the line with their wallet open.

Step 2

Greet them and build rapport. It's important to sound like a 'breath of fresh air'. Work yourself into a persona - one of friendliness and happiness.

Say 'Hi [their first name]. How are today?'. Take your time with this part of the call - and be genuinely interested in the answer. If you treat them like a person, and not just a name on a page, you're likely to get a warmer response.

Step 3

Ask for permission. This is critical as it gives you 'talking space' and the permission to discuss whatever you have to discuss.

Say 'Would it be ok if I outlined the reason for my call?'. Alternately, try 'Can I tell you why I'm calling today?' or 'Is it alright if I just cut right to the chase and tell you why I've phoned you today?'.

Step 4

Outline the call. Explain precisely what you're going to say. For example, 'Firstly, I'm calling to talk to you about [problem] and a simple solution that [benefit]. Secondly, I wanted to talk to you a special offer you can take advantage of for the next 10 days - you'll save around \$x. Thirdly, given you like what you hear, we'll discuss how we can get started.'

Make sure you go through these points slowly. DON'T just read them off as fast as you can. Ensure the person on the other end is listening and understanding what you have to say.

Then say 'Would it be ok if I went through the call that way?'. They should say 'yes'.

If they say anything else, say 'could I just ask why?'. If they say 'I'm too busy', you say 'that's fine, I understand. I do have something good to share with you, so I'll make a note to phone you back. I could do that later this afternoon, or tomorrow morning. Which of those is better for you?'. If they say 'neither', you say 'ok, give me a day and a time this week, and I'll work around that.'

Step 5

Confirm they have an interest - qualify them. Say 'can I just ask - do you have a problem with'. A good example is 'Are you paying more tax than you want to right now?'. Make your first few questions so broad and obvious that you have to get a positive response.

Step 6

Outline the key points to your solution. Say 'I've found so many people give me the same response. That's why we started our company - we help people just like you [solve the problem].'

Then, lead into some specific questions about them. Start with 'Can I just ask, what benefit do you see in [your key benefit]'. Then, continue with a list of open-ended questions, beginning with WHAT, HOW, WHEN etc. Don't ask questions that may be answered with a 'yes' or 'no'.

Some examples of questions ...

'What have been your experiences with buying [your type of product]?'

'How would you rate your happiness with the businesses you've dealt with in the past?'

'When were you thinking about upgrading next?'

'How often do you need [your type of product]?'

'Have you had trouble with [key frustration]?'

'Do you see a benefit in getting around that?'

Next, you need to ask a key question. A good example is 'Ok, so what's most important to you when buying [your type of product or service]?'.

Then say 'Can you elaborate on that for me?'. When you have an excellent outline of their current situation and needs, move on to the next step.

Step 7

Refer back to the offer. Say 'That's great, because we can really help you with that. You'll remember I mentioned we have a special offer right now - [outline offer]. That means you'll get great service and a great deal to boot. How does that fit with what you have in mind?'

If the answer is 'sounds good' or something similar, move onto the next step. If not, say 'ok, which parts are you unsure about?' or 'Ok, what do we need to change to make it fit with what you had in mind?'

Then say 'Ok, supposing I can give you [anything else they want], how does that fit with what you had in mind?'. If they say 'fine', then say 'Great, because I can give you [explain an alternative solution, that suits better]'

Step 8

Book an appointment, or make the sale direct. It pays to assume that the prospect is interested enough to want to see you, or buy right now. And considering you have proposed an ideal solution to a problem they have, there is no reason why they wouldn't want to.

Use the line ... 'That's great, it sounds as though we have what you're after. Assuming you're happy with what we've discussed, I could see you this afternoon at [time] or tomorrow morning at [time], which of those suits you best?'. Or 'Assuming you're happy with that, I could get that posted out to you today. What's your best delivery address?'. Then say 'Great, and which credit card is it easiest to process that on?'

Step 9

Confirm. Say 'Excellent, it's been great to talk to you. And just for my records, is this the best number to get you on, or is there another line that suits you better?'

Lastly, end on a high - 'Thanks so much for your time, and I look forward to seeing you at [appointment time]. Bye for now.' Or 'Great, I'm just putting that in the post for you now - I'll phone soon to check how it's going. Bye for now'.

How To Write A Door To Door Script

Step 1

Ensure that you are smiling before you knock on the door. A good technique is to picture the person behind the door looking happy to see you.

Step 2

Greet them and build rapport. It's important to sound like a 'breath of fresh air'. Work yourself into a persona - one of friendliness and happiness.

Say 'Hi [their first name]. How are today?'. Take your time with this part of the visit - and be genuinely interested in the answer. If you treat them like a person, and not just another house, you're likely to get a warmer response.

Step 3

Ask for permission. This is critical as it gives you 'talking space' and the permission to discuss whatever you have to discuss

Say 'Would it be ok if I outlined the reason for my visit?'. Alternately, try 'Can I tell you why I'm calling today?' or 'Is it alright if I just cut right to the chase and tell you why I've come to see you today?'.

Step 4

Outline the visit. Explain precisely what you're going to say. For example, 'Firstly, I'm here to talk to you about [problem] and a simple solution that [benefit]. Secondly, I wanted to talk to you about a special offer you can take advantage of for the next 10 days - you'll save around \$x. Thirdly, given you like what you hear, we'll discuss how we can get started.'

Make sure you go through these points slowly. DON'T recite them off as fast as you can. Ensure the person is listening and understanding what you have to say. Remember, you're talking to them, not AT them.

Then say 'Would it be ok if I went through the visit that way?'. They should say 'yes'.

If they say anything else, say 'could I just ask why?'. If they say 'I'm too busy', you say 'that's fine, I understand. I do have something good to share with you, so I'll make a note to come back. I could do that later this afternoon, or tomorrow morning. Which of those is better for you?'. If they say 'neither', you say 'ok, give me a day and a time this week, and I'll work around that.'

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Then say 'Can you elaborate on that for me?'. When you have an excellent outline of their current situation and needs, move onto the next step.

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Refer back to the offer. Say 'That's great, because we can really help you with that. You'll remember I mentioned we have a special offer right now - [outline offer]. That means you'll get great service and a great deal to boot. How does that fit with what you have in mind?'

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Use the line ... 'That's great, it sounds as though we have what you're after. Assuming you're happy with what we've discussed, I could see you this afternoon at [time] or tomorrow morning at [time], which of those suits you best?'. Or 'Assuming you're happy with that, I could get that posted out to you today. What's your best delivery address?'. Then say 'Great, and which credit card is it easiest to process that on?'.

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Confirm. Say 'Excellent, it's been great to talk to you. And just for my records, is this the best number to get you on, or is there another line that suits you better?'

Lastly, end on a high - 'Thanks so much for your time, and I look forward to seeing you at [appointment time]. Bye for now.' Or 'Great, I'll go back to the office and organise that for you now - I'll phone soon to check how it's going. Bye for now'.

Break Even Analysis

It's essential that you work out your costs up front. Otherwise, you'll have no idea what you need to achieve in order for the campaign to be worthwhile. You may find out after doing the analysis that the campaign has so little chance of success, you need to go back to the drawing board altogether.

This analysis is for the whole campaign. After you've worked out your total fixed costs (for the campaign), you then work out your profit (your average dollar sale minus your variable costs), which gives you enough info to work out how many responses you need in order to break even.

Divide this number by the total number of prospects you are planning to approach. This will give you a percentage response rate. As a very rough guide (every case is different), anything over 15% is stretching it. If you need that high a response, you might need to have another think about it.

The very best scripts get around 15% for cold lists and 60% for existing customers or very warm lists. These are rare results - if you need higher than that to break even, re-assess whether this is the best marketing method for you.

Break Even Analysis

Scripts

Hard Costs

Phone Calls	\$
Follow-Up Material	\$
Other	\$
1. Total Fixed Cost	\$
2. Average \$\$\$ Sale	\$

Variable Costs

Wages	\$
Electricity	\$
Rent	\$
Brochures	\$
Postage	\$
Other	\$
3. Total Variables	\$

Delivery Costs

Cost Of Goods Sold	\$
Taxes	\$
Transportation	\$
Packaging	\$
Other	\$
4. Total Delivery	\$
5. Net Profit [2/(3+4)]	\$