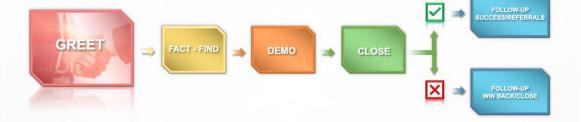






## GREETING



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### **GREETING**

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### **INBOUND - PRICE**

Thank you for calling\_\_\_\_\_, my name is \_\_\_\_\_. What can I get you information on?

I was looking to get a price on \_\_\_\_\_\_. CUST:

SP:

Great! I would be happy to get you a price on \_\_\_\_\_\_, In addition to a price on \_\_\_\_\_\_, can I also get you pricing on \_\_\_\_\_\_? Great, let me ask you...





# OUTBOUND COLD CALL - APPOINTMENT SETTING

Greeting	This is with							
Reason	The reason for the call is (Big Claim)							
Qualify	To be sure I make the best use of your time, let me ask you:							
	Identify recurring problem							
	<ul> <li>Money issues associated</li> <li>Magic question - If I could even do 1/2 of what I told you</li> </ul>							
	<ul> <li>Other than yourself, who would be involved with this decision?</li> </ul>							
Appt/Demo	Would you make time to take a look? Great, does this afternoon or Thursday work better for you? Morning or afternoon? How does 10 AM sound?							
Write	Do you have a pencil handy? Write this down.							
Lock Close	Would there be any reason you wouldn't be able to show up?							

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## **EXERCISE**

Using the template provided, build out your *Outbound Cold Call - Appointment Setting* Script. Greeting Reason For The Call / Big Claim Qualify Appt / Demo Write **Lock Close** 

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#### **HOW TO ROLE-PLAY**

1. Choose the script you will be role-playing.
2. Find a partner to role-play with.
3. Stand directly in front of your partner facing each other.
4. Identify who will go first (shorter person, longest hair, etc.)
5. Grab the script you will be role-playing and hold it up to your face.

6. Start reading the script—word for word—to your partner.

7. Partner will say pass or flunk at the end of the role-play.

Pass = word-for-word script delivery with certainty.

Flunk = changed the words, stumbled, not smooth, uncertainty.

If someone flunks, say "flunk" then restart the drill until a pass has been achieved.

8. Switch roles—your partner will now put the script to their face and start drilling to a pass.



### **TIPS TO ROLE-PLAY**

1.	The	first	few	rounds	should	be	read	word	for	word	from	the	script.	
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2. Do not worry about making eye contact.

3. Do not change the words—do it exactly how it's written on the script every time.

4. The first round might be choppy and uncomfortable, this will go away very quickly after a few rounds.

