

Sample Telephone Scripts for Uncultivated Prospects

SCRIPT 1

Target Cool leads i.e. prospects without an introduction or name that can be leveraged

Strategy Focus on the fit between the organization and the company or brand

INTRODUCTION Hello, my name is _____ and I am the Sponsorship Manager with _____. We are the only organization in the community to [insert here what makes your organization unique].

NARRATIVE

- I have been researching your company because of the good fit between our organizations – you are targeting the family market and this is my core audience.
- In particular, I have been looking at your new [brand campaign/advertising/promotions etc]
- I have some ideas about how you could leverage XXX for brand and business-building in the family sector but really I'd like to be able to customize an opportunity for you to consider.
- I'm calling to ask if you'd have a few minutes to talk with me so that I could put together some marketing solutions for you to think about that would meet your specific objectives.
- I would prefer to be able to tailor how you could connect with my audience so that we would be meeting a real need you have.
- Would you have 30 minutes in your schedule to talk with me? I'd be happy to come to your office or arrange to talk further on the telephone – whichever is most convenient for you.

SCRIPT 2

Target Cool leads i.e. prospects without an introduction or name that can be leveraged

Strategy Focus on the opportunity for the company or brand

INTRODUCTION Same as Script 1

NARRATIVE

- I have been reading in [insert publication] this week that you are introducing a new product for the 35-44 market.
- This is XXX's core audience and I can give you many opportunities to get your new product right into the hands of your target market.
- In addition, we could look at promotional opportunities to drive traffic to your stores. I'd like to customize any solutions I bring forward for your consideration. I'm calling now to ask if you would have about 30 minutes, at a time that would be convenient, to share your objectives with me and consider the marketing potential XXX can offer your company.
- I'd be delighted to come to your office or arrange another time to talk on the telephone for a little longer.
- My aim will be to customize a solution to meet a real need you have.