

Appointment Setter's SCRIPTS and TIPS (Part 4)

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A Perspective 101 Series



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Here's a sample telesales script template that we think will give you a head start.

Actual Phone Sales Script:

- *ME: "Hello, is this __Person's Name__?"*
- *Prospect: Yes, this is....*
- *ME: "Hi, __Person's Name. This _____."*
- *Prospect: "what are you selling?"*

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- ME: *“That’s a good question. Are you looking to grow your business by 30% or more this year?”*
- **Prospect:** *“Of course. What are you selling?”*
- ME: *“I’m a/ We’re a Direct Mail Marketing and Moneysaver and we help people like you to by helping them rapidly grow their business, by helping them overcome common business challenges. We also harness the power of the Internet and Mobile with your business.”*
- ME: *“Do you have any headaches or challenges that you wish would magically disappear?”*
- **Prospect:** *“I sure do!”*

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- ME: *“What is the biggest challenge that’s slowing you down or stop you from growing as fast as you want to?”*
- **Prospect:** *“Cash Flow!”*
- ME: *“Yeah, that’s a fairly common problem. We’ve helped a lot of people fix that. What do you think this challenge is costing you?”*
- **Prospect:** *“Lot’s of aggravation and it’s keeping us from getting where we want to go.”*
- ME: *“We’re offering a FREE No-Obligation Marketing Analysis plus a packet with samples for your review. Would you like to take advantage of that?”*
- **Prospect:** *“Tell me more about it.”*

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- **ME:** *“We’ll get together, clarify exactly what you are wanting for your business, uncover any additional challenges that can make it easier for you to get what you want.”*
- **Prospect:** *“sounds great.”*

Then I make the appointment and I'm a **BIG** step closer to the sale.

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The first thing to consider is what scripts you will need, at a minimum, you should develop:

- **Gatekeeper scripts**
- **Opening scripts**
- **Rebuttal/response scripts**
- **Closing scripts**
- **Objection scripts**

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Getting Through the Gatekeeper

- I hear this question more than any other. What you have to understand is that the secretaries job is to make sure their boss is made aware of good info while not wasting their time with bad info. If you leave a message, just give your name, number and then ask... *“Hey, Ms. Secretary, everybody could use a smile. Could you draw a little smiley face on that note for Ms. Boss?”*
- **The secretary will normally laugh and follow through by drawing the smiley face.** Guess how many notes the boss gets with a smiley face on it? Why would the secretary draw a smiley face? Maybe because the boss should call this nice person? All I know is that we got a **38% increase** in returned calls!

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Stump the Gatekeeper Problem:

- Sara was becoming increasingly frustrated in her efforts to reach the decision makers when she was prospecting.
- Time after time **access was blocked by the gatekeepers** and information gatherers. It often seemed like there was a conspiracy to keep her from speaking to the top-level people.
- She had tried various tactics, but nothing was working.
- Now her sales were suffering.

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Analysis:

Gatekeepers typically feel that an important part of their job is to insulate their boss from unwanted intrusions. Only important people are permitted to have access and salespeople are not considered important. As for the information gatherers, they feel they've been assigned an important job. It has two parts.

First, they need to get as much information as possible from various vendors so the company can evaluate their options.

Second, they're supposed to keep those pesky salespeople away. These "**Seemore's**" feel they've been entrusted with an important job plus they want to protect their turf, so some ego is involved here as well.

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But the bottom line is that it all gets back to the negative attitude most prospects have about salespeople and that can be summed up in just a few words.

- Salespeople are mainly concerned with selling something and **typically bring little value to the situation.**
- The prospect is thinking, *"Let's just get them to come in and answer our questions and then we'll decide who has the best options."*

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Solution: Obviously a different approach is needed.

- Here's one that works. **Ask a question they can't answer.**
- That's right. **Throw them a curve ball** so they have to go elsewhere to get information.
- For example, ask the techie a non-technical question, such as,

"What type of return on investment would the company need to justify this program?"

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- Or ask an administrative person a technical question like,
"Can you help me understand exactly how this will interface with your existing program?"

The questions must be real and you need to have several that the person can't answer so that he/she says,

"Well, I'm not sure, Ms. Smith has that information. "

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- Or ask an administrative person a technical question like, "*Can you help me understand exactly how this will interface with your existing program?*" The questions must be real and you need to have several that the person can't answer so that he/she says, "Well, I'm not sure, Ms. Smith has that information."
- You could then say,
- "*Well, without this information, I'm afraid that I can't be as responsive as I'd like to your requests.*"
- "*I'm concerned that I might give you information that might be inaccurate, and that would make you look bad.*"
- "*Does it make any sense for you to introduce me to Ms. Smith so that I*

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- *"I'm concerned that I might give you information that might be inaccurate, and that would make you look bad."*
- *"Does it make any sense for you to introduce me to Ms. Smith so that I can get this information first hand? "*

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- *Then I can be sure that I get the right information to you."*

If you're having a tough time getting to the right person, try this tactic.

Remember, the person asking the questions is the person who is in control.

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Good Selling !



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