## TELEMARKETING SCRIPT

## Introduction

Dear Mr. /Ms. [CONTACT NAME]. My name is [[YOUR NAME]], and I’m calling from [COMPANY]. How are you this morning/afternoon?

Mr. /Ms. [CONTACT NAME] I’m calling you for a very precise reason. Here at [COMPANY] we have developed [PRODUCT/SERVICE] specifically designed to [DESCRIBE]. I just want to know if you have considered or would consider acquiring/using [PRODUCT/SERVICE].

YES Go to 20

NO Go to 25

## Description

Let me briefly explain to you how our [PRODUCT/SERVICE NAME] will help you to:

* Benefit 1
* Benefit 2
* Benefit 3

## Are you interested in having more details?

## YES Go to 30

NO Go to 25

## Objections

May I know why you are not interested?

**High Price**

Go to 20

**Satisfy with the product in place / don’t want to change provider**

Do you know what [CURRENT PRODUCT/SERVICE PROVIDER] your company deal with?

NO, Dead End Go to 70

NO, Comments Go to 20

NO, Already have Go to 40

**Not the right person**

Go to 65

## Interest

Fantastic! I will have your assigned Sales Rep calling you to give you further information on [HOW TO ARRANGE A MEETING/WHERE TO BUY].

Go to 70

#### Competition

Our expertise in [PRODUCT/SERVICE] provided us with the knowledge to develop a solution specially designed [DESCRIBE]. No other company on the market can offer you so many benefits at such an affordable price.

## Are you interested in having more details?

## YES Go to 30

NO Go to 70

### Reference

Would you please tell me who the person in charge of taking such decisions is?

Go to 70

### Closing

Thank you for your time Mr. /MS [CONTACT NAME] and have a nice day.