

## Cold calling for appointments

Remember you are selling the appointment when you call to make one, not your company, service or product. Don't spend ages explaining it to the receptionist or secretary, he or she has neither the money, the authority nor need for your product.

Below is an example of an telephone script that was used by a company selling a service to the steel Industry.

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When you ring, assume that the person you want to speak to is expecting to hear from you. So if a secretary, or receptionist, answers the telephone simply say -

"Mr (Mrs) ....., please."

If they ask who's speaking just give your name.

When you get through -

"Good Morning (Afternoon), my name is John Smith from Electro-Polishing Limited, we recently sent you a brochure on Electro Polishing and I was just calling to see if you had received it."

(Don't pause)

"Was anything in it of interest?"

They will be trying to remember whether they saw the brochure or not.

(Unless they say they don't require your product the next step is...)

"Did you notice that we have a free sample and advisory service?"

"I wonder if you could do me a favour I am doing some market research, could you send me the specification on the next 3 jobs you put out and let us quote on them? Then I would like to come back to you some time in the future and see how they compare to your current supplier."

"My fax number is xxxx xxxxx xxxx."

"Thank you for your help."

After this conversation send a letter confirming the call and thanking him for his help. Remind him that he will send you the next 3 specifications he puts out.

### **Getting an appointment**

When you ring assume that the person you want to speak to is expecting to hear from you. So if a secretary, or receptionist, answers the telephone simply say -

Mr ....., please.

If they ask who's speaking just give your name.

If you don't know the name of the person you need to speak to, just ask for their name (Example: "can I have the name of the sales manager please") and then ask to be put through to them.

Or you may want to simply ask for their name, put it on the database and then call them back some time later.

When you get through -

"Good Morning (Afternoon), my name is John Smith from Electro-Polishing Limited, in Birmingham, we specialise in electro polishing of stainless steel."

"I am visiting one of our clients in your area, later this week (next week), and I wondered if you would have 20 minutes free on ..... So I could drop off a brochure and show you a few samples of our work."

If the response is 'We already have a supplier, say ...

"Yes, I understand that, however the reason for my visit is just so you know who we are, should you ever have an overflow of work, although many of our clients find us so competitive we are saving them up to 35% on their previous supplier."

"Would it be convenient to make an appointment for .....?"

After this conversation send a letter confirming the call and thanking him / her for their help. Remind them of the time and date of the appointment.

**Remember** - the only intention is to set the appointment, nothing else

If, however there is a lot of interest go back to the other script and ask them to send you a sample and their next specification and you will return the sample and bring the quote / estimate to the appointment.