

## TELEMARKETING SCRIPT

### Introduction -10-

Hi (Good morning/afternoon) 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 -20-

Okay, let me just briefly explain to you how our [PRODUCT/SERVICE NAME] will help you to:

- Benefit 1
- Benefit 2
- Benefit 3

Are you interested in receiving more details?

YES Go to 30  
NO Go to 25

### Objections -25-

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

De inhoud van deze documenten en de hierin opgenomen gegevens, afbeeldingen, logo's teksten en combinaties daarvan zijn beschermd door auteurs- en databankrechten en beveiligd. Tenzij uitdrukkelijk anders vermeld berusten deze rechten bij GATIM Language Services Zonder schriftelijke toestemming van GATIM is het niet toegestaan deze documenten of enig onderdeel hiervan voor eigen doeleinden te gebruiken, openbaar te maken, te kopiëren, uit te printen en /of te verveelvoudigen  
© 2008 GATIM Language Services, alle rechte voorbehouden.

The content of these documents, including data, graphics, logos, text and combinations thereof is protected by copyright and database rights and is secured. Unless otherwise explicitly stated, these rights are reserved to GATIM. Without written permission from GATIM Language Services, it is prohibited to publish, copy, print out, reproduce and /or to use these documents or any part thereof for own purposes

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 -30-

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 -40-

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 receiving more details?

YES	Go to 30
NO	Go to 70

Reference -65-

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

Go to 70

Closing -70-

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