



## The template for the scripts

Your name \_\_\_\_\_

Your company's name \_\_\_\_\_

Product or service you sell \_\_\_\_\_

Problem your product solves \_\_\_\_\_

Solution your product provides \_\_\_\_\_

Benefits to customer of your products or services \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Special promo \_\_\_\_\_

Savings or primary benefit of promo \_\_\_\_\_

Deadline for end of promo \_\_\_\_\_

Action you want prospect to take \_\_\_\_\_

e.g., schedule a call or appointment



## Converting Leads Quicker

1. If contact has texted or agreed to receive texts, send a brief text like:
  - a. “Hi [prospect’s name]. This is [your name] at [your company]. I have some new [product, service or promo] that I thought you may want to consider. Are you still looking for [solution to a problem]?”
    - i. If they respond with a positive, e.g. “Yes, I’m still looking. Have been super busy”, reply with
      1. “I understand being busy! That’s why I’m keeping an eye out for the best [solution] for you. This special promo won’t last long and I hate to see you miss out on something that might be ideal for you. When would be best for [action you want prospect to take]? I have openings [day you are open] between [times you’re available] and on [another day you are open] between [times you’re available]. Which of those would work better for you?”
      2. Set the appointment or put reminder in schedule to follow back up if that’s what they requested.
      3. Update the CRM or spreadsheet and calendar
    - ii. If they say “No longer looking”
      1. Thank them, wish them well and invite them to send friends or family members who might be looking your way, that you’ll take good care of them.
      2. Update the CRM or spreadsheet
2. If contact has only emailed and/or you have no phone number, send an email like:
  - a. Subject line: “New [product or promo] Want to see?”
    - i. “Hi [prospect’s name]. We just launched/announced [new product or promo] and I thought of you. Are you still considering a purchase? If so, check these out (include photos and/or link) Which of these appeals to you the most?” or
    - ii. “When would be best for [action you want prospect to take]? I have openings [day you are open] between [times you’re available] and on [another day you are open] between [times you’re available]. Which of those would work better for you?”
  - b. If they reply with “Yes” I’m interested
    - i. Set the appointment or schedule follow up
    - ii. Update CRM and calendar
  - c. If reply “No longer looking”
    - i. Reply wishing them well and invite them to send friends or family members who might be looking your way, that you’ll take good care of them.
    - ii. Update CRM



3. If contact provided phone number but not text approval, call
  - a. First thing in the morning and, if goes to voice mail, leave very brief message, like: "Happy [day of the week] to you [prospect's name]. This is [your name] at [your company]. I have some new [product, service or promo] that I thought you may want to consider. Are you still looking for [solution to a problem]? Text or call me at [your phone number] if you want to hear more about it."
  - b. If yes,
    - i. "When would be best for [action you want prospect to take]? I have openings [day you are open] between [times you're available] and on [another day you are open] between [times you're available]. Which of those would work better for you?" or
    - ii. "Great! This is really exciting. I can send you a link and then we can schedule a quick [phone call or appointment] so I can fill in the details and answer questions. I have openings [day you are open] between [times you're available] and on [another day you are open] between [times you're available]. Which of those would work better for you?"
  - c. If no reply or call back within 48 hours, call them at different time of day, like after 5.
  - d. If no reply or call back, after next 48 hours, call them at another time, like 11 am.
  - e. Continue calling every 3 – 4 days until they agree to come in or say they are no longer looking.
  - f. Update CRM and calendar