

## Bonus Workshop: Script Building

### **Workshop:** Building a sales script (sample template)

YOU: "Hi, this is \_\_\_ from \_\_\_\_, are you familiar with us?"

*Prospect: yes/no.*

YOU: Well, we're the \_\_\_\_\_ (what you are famous or want to be famous for). The reason I'm calling you is because we recently commissioned a study of issues facing \_\_\_\_\_ (the industry or audience of your Core Story) and how that's going to impact you and your employees.

Are you interested in making your employees more secure, less stressed and more effective on their job?

*Prospect: Of course.*

YOU: Well, that's where we can help.

YOU: You are probably aware that \_\_\_\_\_ (use one of the major point of your core story without giving away everything). Since \_\_\_\_\_ (Your Company) is one of the \_\_\_\_\_ (repeat what you are famous or want to be famous for), we feel it's our obligation to \_\_\_\_\_ (a beneficial statement that works with our core story and what you are going to cover) in any way we can.

Are you interested in \_\_\_\_\_ (repeat the industry or audience of your Core Story) if it doesn't cost you anything to do it?

*Prospect: Of course.*

I'm sure you are aware there are government programs now that make it so almost every employee you have can own a home. Were you aware of this?

*Prospect: I guess. Yes.*

YOU: We work closely with \_\_\_\_\_ (other prominent groups, famous individuals, companies, or government agencies, whoever is respected or a major competitor) and now have a program that educates you and your staff about the \_\_\_\_\_ (topics of your Core Story and its benefits)

YOU: \_\_\_\_\_ (statement on how something you will cover can make employees happy/loyal) Do you like keeping good staff around?

*Prospect: Of course.*

YOU: Then what I'd like to do is make this program available to your entire staff.

YOU: Here's how we do it. You send out a memo and make an announcement to each staff member. We will supply the announcement and memo. Then we come by at lunch and also after work and talk to the staff.

You win from this as people who \_\_\_ (statement on how something you will cover can make employees happy/loyal), better employees, more stable and more dependent upon their job. Does that make sense to you?

*Prospect: Of course.*

YOU: Great. Then we could get in there next week and get started. I'll get you over the announcement and memo. (Get email address and contact info, and set time).