Example Call Script

Use the script below when following up after an email or direct mail piece.

You: Hello, this is [YOUR NAME] from COMPANYNAME, is [CONTACT NAME] available?

Prospect: Hi, this is [CONTACT NAME], what can I do for you?

You: Hello [CONTACT NAME], I wanted to follow up with you in regard to the [MKT PIECE] I sent [WHEN SENT] in about [OFFER or SERVICE]. Is now a good time to answer any questions for you about [SERVICE]?

Prospect: Yes/No.

If they say yes, discuss the [OFFER or SERVICE], answer any questions with the goal of:

- Scheduling a Follow-up Call or Meeting
- Sending additional Information via Direct Mail
- Adding to Mailing/Newsletter List

If they say no, I understand--I know you were not expecting my call today. Would there be a good time next week to schedule a discussion? **Note: Don't give up! Try and to:**

- Schedule Follow-up Call or Meeting
- Ask for More Appropriate Contact
- Send Information via Direct Mail
- Add to Email/Newsletter List

If you get Voicemail: Schedule another call back.

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