

Cold Calls, Unfamiliar Prospects

Cold Calls with Non-Familiar Prospects

It is important to learn what you can about the prospect, and establish a relationship. The most success is to treat it like an interview.

Script:

Calls with prospects

Hi, am I speaking with _____?

(there will be two answers, yes or no)

No: My name is _____ and _____ indicated that they would be interested in getting information about our new Energy Company, as well as the business opportunity that is just beginning.

Yes: Hi _____, my name is _____ and you indicated that you would be interested in getting information about our new Energy Company, and perhaps, the business opportunity that is just beginning. Is that correct?

Great, I am calling to give you information about that is this a good time for you. Do you have a few minutes?

If you have caught someone at an inopportune moment, give them two options.

Is later this evening good for you or tomorrow morning? Thanks, I will call you then.

Our company is called Ambit Energy. We are a brand new start up. Our company was started by very successful executives in the Industry, and they have assembled a remarkable Corporate and Field Leadership Team.

We are looking to expand into your area and are developing leaders who will help us recruit, train and motivate an Independent Associate Sales force to spread throughout your part of the country. Even on a part time basis these stand to be very lucrative opportunities. Does that sound like something that would be of interest to you?

Listen for their answer to gauge their temperature; however your next question is the same for anything other than a no.

A no is a no. Move on.

Great tell me a little bit about you. What type of work do you do now and what have you done in the past.

(Let them talk)

(Listen for their HOT buttons)

Do you feel your experiences would help you in developing a large successful field force with us?

(Again listen to their answer and you are looking for their hot buttons) A hot button is what excites them as they talk

Great, first let me make it very clear we don't want to sell anything to you. There is no obligation except to get more information. Our company has amazing technology, and will become a leader in the Energy Industry. We would like to send you some free information, so that you may evaluate our technology and business plan, and give us your opinion.

Again there is no obligation. Does that sound fair to you?

No one will say no to this

Let me get some personal information from you so I can send you some information and provide you with more information including a web site for your education.

What is your name, address, cell phone # and e mail address?

Great, I'll get your information right out to you and if you have a pen I would like to go ahead and give you my personal website address so you can begin to read about our amazing company!

My web site is <http://yourname.AmbitEnergy.biz>

Thanks a lot for your time. You sound like you may very well be just the type of person we are looking for. Let me give you my direct phone # so you can call with any questions and most importantly you can let me know of your results when you have a chance to examine the information. We will be anxious to hear your opinion.