



Developing a Script

Learning Outcomes

By the end of this unit the learner will be able to:

- ✓ Discuss how to create your own script for telemarketing

Developing a Script

Scripting Techniques

Actors use scripts, as do speakers and trainers, and they use them because they are effective tools. Cold calls, like the ones discussed earlier, are most effective when they include these six elements:

- An attention statement.
- An identification statement.
- A people-respond-in-kind attitude.
- A “reason for this call” statement.
- A request for a sale.
- Your response to objections.

Please remember that, at this point, we aren’t trying to turn the prospect into a customer. We’re at the very first stage of the contact. We don’t know anything about the person we are talking to yet. If they aren’t interested, or this call doesn’t get results, we will politely disengage and move on. Before we do that, however, we do want to make one good, solid attempt to break through all the natural resistance any person feels when they talk to a sales person over the phone.

Having said that, “No” answers are a part of the sales process and we really must get over taking them personally. Don’t waste your time spinning your wheels or trying to change that no into a yes.

Let’s look at all six elements of the cold call and see what can be done to make them easier to make and more successful.

The Attention Statement

This is your verbal handshake and we want to make it as professional and friendly as we can. This is a prospect’s first impression of us and our company. Keep your attention statement short and simple: “Hello, Mr. Jones,” or “Good morning, Ms. Hendrix.” It is courteous, it includes the person’s name, and it allows us to move on to the next part of the call. Most of us pay attention when somebody addresses us by name, so make sure you have done some research, if need be, to get it right. This can be difficult to do, especially if we are a bit nervous, so practice.

As well, be sure to get the name right. It is hard to bounce back from mispronouncing it. You may want to add, “Is this a good time to talk for a few moments?”

The Identification Statement

This is where you tell the person who you are and where you are calling from. Practice speaking slowly, clearly, and confidently. A single sentence can do the job for you. The person on the other end of the line can tell if you are purposeful, poised, and goal oriented.

Example: “My name is Judy Thomson and I work for Thomson Printing.”

A People-Respond-In-Kind Attitude

Remember that the attitude you project is reciprocal in nature. If it sounds like you are offering a prospective client something of value that is mutually beneficial to them and you, they will be asking themselves, “What’s this all about?”

At this point, don’t waste their time with idle conversation. Tell them who you are, what company you work for, and then move onto “the reason for this call...” statement.

The “Reason For This Call” Statement

You don’t have a lot of time to convince the prospect that you have something of interest to offer; you have two well-worded sentences and that’s about it. Focus on the potential benefit of what you have to offer (make sure it is actually a benefit, not a feature) and point out how your product or service has worked out well for another company, preferably one your prospect will have heard of.

Examples:

- “We are offering a special deal on flyers this month and I think our prices could save you a lot of money. Telmark, just down the street from you, are getting us to print the flyers for their new outlet in Bayer’s Lake.”
- “You will learn in this course Selling by Telephone and I thought you might find this training useful for your sales staff. We’ve just completed a workshop for one of the businesses in your complex, and they feel they can increase their sales by at least 20% in the next month.”

Get Down to Business (Request the Sale)

This is what the call is all about. You’ve got the other person’s attention. They know who you are and who you work for. Now you will set up the nature of what you are selling or your service, and then you are going to ask them to buy or book a service from you.

Examples:

- “Our trucks will be in your area on Thursday morning. Will that give you the chance to put a bag of gently used clothing together and leave it on the step for us?”
- “To buy our magazine in the stores costs \$6.95 per issue, but today we are calling to offer you a one year subscription for just \$49.95, a savings of more than \$33 per year. Can I send you a free issue and then call you in a few weeks to see what you think of it?”
- “I can book your vehicle into our shop on Wednesday morning and then offer you a complimentary ride to work. How does Wednesday work for you?”

This type of script is short and simple. It gets right to the point and doesn't require much tailoring. Perhaps that is why it works so well. You haven't wasted their time or yours.

Response to Objections

This is something that simply gets easier with practice, and with knowing your products and services. For example, people may say that what you offer is too expensive, but when you can explain the value or benefits, they will not be as likely to argue. Sometimes callers will object to try to get something extra from you (such as more for the same price or getting something special compared to everyone else). In order to prepare for objections, you need to learn the products and principles of your organization. Most companies will have an objections response protocol for you to learn from during training. We will also discuss handling objections later on today.

Sample Script

Here's a possible draft of a basic cold calling script and responses, with the various steps marked.

Attention Statement	Hello, Ms. Jones.
Identification Statement	This is Tom Taylor from Acme Company here in San Francisco.
Reason For the Call Statement	The reason I'm calling is that we've just put together an exciting, customized software design package for United Consumer Products that allowed them to decrease their average time to market by 17%. It seemed to me that you might be interested in taking a look at maximizing efficiency in your design work, too.
Request the Sale	I'd like to get together so we could take a look at your organization's product design work and tell you about the success we've had with United Consumer Products. Is Monday at 1 p.m. good?
Assume the prospect offers an objection: "We handle all of that on our own," "The software we have is fine," "We're just not interested," or any of the other common roadblocks you run up against (and overcome) on a regular basis.	
Objection Response (Ledge) Statement	Can I tell you something? That's exactly what the people at United Consumer Products told us when we first approached them about taking a look at a new software program. I'm just curious, what kind of design system are you using right now?
Assume the prospect responds, either with information that directly relates to your question – a good sign – or a restatement of (or variation on) the previously stated objection.	

Second Request for Sale	You know, I have to tell you, Ms. Jones, from what I've been able to learn about your company, I really think we'd both have something to gain from trying this solution. You are not obligated to sign up beyond the thirty-day trial period, and our customer service staff are here to help you any time you have questions.
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That's the basic outline. Although there are a few minor variations on this telemarketing approach, for the vast majority of selling situations you'll run into, the concise, step-by-step approach laid out above represents the most efficient way for you to set up appointments with new prospects.

Perfecting the Script

Making the Script Yours

As plainspoken as the script may seem at first, **it really works**. You don't need to turn it upside down or adapt only one aspect of it to your selling routine. **Give it a try for a fair amount of time**, in accordance with the personal target numbers that reflect your own goals. In other words, if your income objective results in a daily requirement of ten discussions with decision makers every day, use the script above until you've talked with ten people who grant you the sale or booking you want. If you're like most salespeople, you'll need to make 20 calls to reach those ten decision makers. If you decide to focus on total calls rather than contacts with decision makers, **set a target based on your own numbers and objectives** and keep calling until you hit the goal.

Practice the whole script from beginning to end. Deliver it to a colleague and ask for a helpful critique afterward. Hone the script. Tighten it up. Make it direct. Make it confident. Make it yours.

Stick to the script. Don't embellish it or expand on it. If you do, you will find yourself asking frivolous or irrelevant questions. Worse, you can be tricked into selling add-on items or rewriting the offer. Ask directly for the sale, no matter how difficult that might seem at first.

While we strongly recommend that you don't make many changes to the script we have suggested, there are exceptions when you may want to customize a script to take advantage of changed circumstances.

Referral Script

Attention Statement	Hello, Mr. Jenkins.
Identification Statement	This is Barb Miller from Zap Computer Company here in San Francisco.
Reason For the Call Statement	The reason I'm calling is that I've just spoken to Carl Hood, and he suggested that you and I talk about your upcoming computer system purchase. I'd like to get together with you to

	see how what we offer might fit into your plans. Is Monday at 1:30 p.m. good for you?
Prospect offers an objection.	
Response to Objection	Can I tell you something? That is exactly what the people at ABC Company said when we first approached them about taking a look at a new computer system. I'm just curious, what kind of system are you using right now?
Prospect responds with a restatement of the objection and/or some new information.	
Second Response to Objection/Request for Sale	You know, I have to tell you Mr. Jenkins, from what I've been able to gather about your company, I really think we can help you improve your (insert the improvement). I can set you up with a thirty-day free trial if you are interested, so you have nothing to lose. Would you like me to send you some information (or an Internet link) about the product so that you can have a closer look?

Telemarketing Script Where You Rarely or Never See the Potential Client

Attention Statement	Hello, Ms. Haines.
Identification Statement	This is Dave Stephens from Broadside Magazine here in New York.
Reason For the Call Statement and Request for Appointment	The reason I'm calling is that we have been able to deliver some great results for companies such as yours. Triple Diamond Cheeses had a 25% increase in their orders after a three-month advertising campaign in our magazine. I'd like to schedule a time where we could talk in detail about your advertising needs over the next six months. Is Friday at 1:30 p.m. a good time to call, or would you rather talk now?
Prospect offers an objection.	
Response to Objection and Second Request	Can I tell you something? That's exactly what the people at Triple D told us before they had a chance to talk with me about the programs we're offering. I'd like to schedule a time when we can talk in detail about your advertising needs for the next six months.
Prospect responds with a restatement of the objection and/or some new information.	

Third Request for Appointment	<p>You know, I have to tell you Mr. Jenkins, from what I've been able to gather about your company, I really think we can help you improve your (insert the improvement). I can set you up with a thirty-day free trial if you are interested, so you have nothing to lose. Would you like me to send you some information (or an Internet link) about the product so that you can have a closer look?</p>
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Tips and Tricks

Here are some tips for practicing the script:

- Find a tape or digital recorder or use the voice recording feature on your computer and record yourself in an imaginary call. Record each element of your call and either imagine or impersonate your prospect as well.
- Practice with a partner. Take turns playing the role of the prospective client. Throw each other some curve balls.
- Listen to the tone of your voice as you practice. Make sure you vary the sound of your voice. Nobody wants to listen to a monotone.
- Do you sound confident and professional? If you don't, practice until you do.
- Are you following your script? If you find yourself asking questions you never intended to ask or including more chatter than you planned, go back to more role playing until you feel comfortable with the recommended script format.
- Once you become comfortable with your script, try to practice a few imaginary calls each day before you get down to the serious business of calling, just to get yourself warmed up and in the mood.

Using Cheat Sheets

This is not really about cheat sheets as much as it is about having all the tools close by while you do your work.

Call centers often measure your productivity in terms of how many calls you successfully resolve. The number of calls where you make a sale, get a booking, or make the company money are calls that can count toward your hourly earnings or contribute to bonuses, so it's important that you know what you are doing and that you do it effectively.

It makes sense for you to compile a list or series of frequently asked questions. Use it like the quick reference list that produce clerks use in a grocery store to quickly access the information you need on a moment's notice, rather than having to look for a supervisor or check through volumes of reference materials.

Frequently Asked Question	Answer

Test Your Knowledge

What factors attracted you to the call center industry?

List some items that can help you succeed in the call center industry.

Customize Your Service

We've made it really clear that you have to stick to a script in order to succeed at telemarketing and CCA activities that support you. At the same time, we know it's important to have some fun with our work and to somehow put our own stamp on things.

Test Your Knowledge

Write the letters from your first name down the left side of this table:

Now, use each letter of your name to create a list of rules to work by that will help you deliver great service to your customers.