

## Developing a Script

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### Assignment

**Total Marks: 30**

Q:1: Short Questions: (20)

- I. Discuss the key elements of effective cold calls.
- II. What are cheat sheets?
- III. Why practicing a script is important?
- IV. Discuss some ways of practicing the script.

Q:2: Use the template below to create your own script. (10)

<b>Attention Statement</b>	
<b>Identification Statement</b>	
<b>Reason For the Call Statement</b>	

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<b>Request the Sale</b>	
<p>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.</p>	
<b>Objection Response Statement</b>	
<p>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.</p>	
<b>Second request for sale</b>	