

The Telephone Script:

Use a telephone script and use role playing to take your script from a script to an outline to just bullet points. Work with the sample script to stay focused on your task of getting that first visit, but, try not to sound like a telemarketing robot!

Your script should be:

- Simple In Content
- Cover Who You Are
- What Company You Represent
- Why Your Calling...Visit, Interest, Help & Benefits of Building Optimization
- Ask For The Appointment, Half Hour Of Time
- Set Time, Date, Confirm, Thanks, BYE!

The Cold Call Research Approach:

When making personal visit cold calls, get decision makers names, titles, maintenance info and ask to speak with any of these people to set a future appointment. Leave your card and capabilities overview & approach.

Who to See & Why:

Decision Makers: VP Finance, Owners, President, CEO, CFO, Controller, etc.
Building Operations sponsors: Managers, Supervisors

In order to obtain real interest in your offerings, understand a purchasing schedule, who all will be involved in the purchase and what owner needs must be incorporated...see the "executive" first if at all possible.

Sample Telephone Script:

Hello, my name is ____ I work with_____, have you heard of us? (Yes/No)...**I'd like to meet with you for about a half hour to learn more about your business and responsibilities, share our successes, how we've helped other companies improve cash flow and if there is a fit we will set up a plan to help you. Do you have a half hour next Tuesday or Wednesday?** We offer unique solutions to help control costs and improve comfort (productivity, efficiencies, air quality) related to your environmental systems. We are an HVACR & mechanical services contractor. There are many programs and services that we offer building and business owners regarding your Heating Ventilating, Air Conditioning and environmental control...(go to the end?) Our comprehensive approach includes a building assessment, review of operating costs and presenting service maintenance programs. (breathe) I'm calling today to let you know how we've helped others in your area to improve the overall environmental condition of the facility and reduce or control costs associated with HAVCR...address downtime or productivity issues and protect your investment in the HVACR systems...take the worry out of maintaining that portion of your building and control operating costs, including utilities. I'd like to meet with you for about a half hour to discuss your business, our capabilities and a possible plan to help you ...Monday or Tuesday, Morning or Afternoon? Thanks, see you then...

Service Sales Phone and First Contact Communications

Getting through to the Decision Maker:

Hi, this is.....I'd like to speak to *Jim Peters*. (Use their first name!)

I work with AAA Mechanical and I'm calling regarding some information and a letter he received...yes, he is expecting my call.

We work with business owners to help them manage facility operations and control costs related to the building.

We typically work with owners, executives and leaders in order to understand specific business needs related to the facility operations and not waste anyone's time if there is no interest.

(Reaching the decision maker)

Your input or feed back related to our programs will help us determine how much we can help you out.

We have many programs that have a direct impact on budgets and utilities related to building operations, you know your business the best and the financial impact building systems can have...you also know business concerns that may exist.

I'm just looking for a half hour of your time to see if there is a fit between AAA Mechanical and your company. How about next Tuesday, 9:00am?

Personal Cold Calls...Request for names and information:

I'd like to know who to send some information to about our company...I do not have an appointment today, but was nearby...could you tell me who has budget authority over the facility operations? The VP of operations is? The controllers name? the VP of finance?

Would you have the name or a card of the person who makes decisions related to the management of the building? The executive that has budget responsibilities for facility operations? The facilities engineer or manager?

(Calling the Sales, Marketing or Public Relations group in a company)

Hi this is...I'm in sales with AAA Mechanical and I was hoping to get some information to the VP of finance or VP of operations...operations manager or controller?

(Finally)...I have some information I would like to send and could use the correct spelling of their name and how they like to be addressed? (Remember) We help business owners, managers and building managers control costs and effectively manage operations of the HVAC or mechanical systems within any facility.