**Telephone Scripts**

**When you reach out to someone for a 50-coffees meeting,** a possible presentation or a referral to someone who can use your services, you want to use a basic script.

**What to Say**

**You want to let the person you are speaking to know what you are up to and what you are looking for.** You want to keep it quick, simple, clear and impactful. I suggest you start with your Ultimate Outcome.

“Well, what I’m doing these days is offering a service/program that gets these results for my clients: I help them attract more of their ideal high-end clients.”

Then let them know a little bit about how you do this and the kind of results you get.

“How I do this is through a 9-month virtual group program where people learn, practice, and implement the most effective strategies to get in front of their ideal clients and close more business.”

And then give an example of someone you’ve succeeded with.

“For instance, a person in the program teaches businesses how to win more government proposals (or tenders). And he recently closed a $60,000 project.”

Then tell them what you are looking for.

“I’m looking for introductions to self-employed B2B professionals such as management consultants, business coaches, and corporate trainers who want to attract more high-end clients.”

And then ask for what you want.

“Can you let me know if you know anyone like that who might be open to learning how they can attract more clients?”

They may or may not know someone, or may know a group you could present to (talk or webinar) or have other ideas for you.

You also might let them know they best way to refer someone.

“If someone comes to mind, can you let me know and we can talk about the best way to approach this person. Also, once we’ve connected, I offer a simple slide presentation that explains what the program is about.”

**By the way, this person may actually be a prospective client.** But you don’t ask directly. But if you get this far, they may want to know more and be open to seeing the presentation.

Once you have communicated all of the above, ask them what they are looking for and how you can help them. Give and take. Leave the meeting feeling you got what you wanted and that you gave some value as well.

Finish up by agreeing what each will do: They might say, “Sure, I have a few people who may be interested. I’ll send you their names.” And you would reply, “OK, I’ll send them an email letting them know I spoke to you and set up a time to chat with them.”

**Now take the above script and put in *your* information.** Keep it simple and short like this. Read it out aloud until you feel confident you could say it with confidence.

**Remember** – short, clear and simple. Long and rambling doesn’t work. If you get their attention and interest, they will ask questions. For instance:

“This program sounds interesting, but it sounds like quite a commitment. Do you have a shorter program?”

“Well, I wish we could do this in a shorter time period. It actually used to be 12 months long. But in the time of the program, we not only cover all the information you need to understand, you get the time to apply it, get feedback on it and implement it until it gets results. Make sense?”

If you get a question that you are not good as answering concisely, think it through, and write it down until you feel you can answer it effectively.

OK, now start developing your telephone script.

Cheers, Robert