

Mark Thompson's "Treble Hook" Phone Script for Initial Conversations with Prospective Clients

Take Mark's "Treble Hook" and adapt it to your situation.

This script is for to someone he doesn't really know but met through a referral or from a speaking engagement.

You can also adapt it for people in your network just to let them know what you do. All that's different is the opening.

So, take this, adapt it to your situation and send it back to me. Use Mark's format and structure, but replace his message with your message.

"I am a strategy consultant who works with CEOs in the construction industry, like yourself and their teams to formulate and execute strategy." (This is your Ultimate Outcome Message – Who you work with and how you help your clients.)

"I am not sure if we should even be talking, but may I give you a quick 2-minute headline about who I work with?" (if you are connecting with a referral, someone you met through networking or a talk, etc.)

"I want to let you know about the reasons clients work with me these days." (if you are connecting to someone you know, a past client, etc.)

"While CEOs usually have a strategy and numerous internal and external resources, the only reason they appreciated a conversation with me is because they were still trying to solve one of three problems."

"May I share them, and after that if you want to know, great, if not you can kick me to the curb, fair?"

Below are the three issues your clients have, followed by the costs to the client for these three issues. You want to craft your issues/costs statements like this. Note the bolding which is the key emotion they experienced.

1. (problem) "Number one is that there is **frustration** around the fact that there's not a consensus about the concept of the future strategy of the business. (cost) And when that happens it usually shows up as no growth or incremental growth."

2. (problem) “Second, you’re **sick and tired** of everyone saying yes to everything because they have no way of saying no. So, they spend a lot of time chasing shiny objects. (cost) And this shows up as a Battle Royale for resources.”

3. (problem) “Third you’re **concerned** that there’s not a seamless transition from strategy to execution. (cost) As a result, shareholders and owners get concerned that there’s not a return on investment in an appropriate amount of time.”

(After you’ve said these three, then say something like:)

“Not sure if any of these are even on your radar. But if there was even one worth talking about which one would it be?”

“Interesting why did you pick that one? Can you tell me more, be more specific, anything else?”

“Sounds important is it? Got your calendar?” (So, if you can help get agreement on one or more key issue, then, it’s worth a more in-depth conversation.)

If you were speaking to a networking contact:

“So, that gives you a sense of the kind of issues my typical clients are facing. So, curious to know if you may have any possible connections for me?”

Now, you may talk a little more, but you don’t want to go into your Strategy Session. If these are issues for this person, set up a time to talk. But also let them know:

“After I get off the phone, I’m going to send you a link to my Services Information Page (On website or PDF) that explains who I work with and how I help them with the issues I just mentioned.”

“Can you please take a few minutes to read it before we meet next week. It will only take about 5 minutes.”

“Good speaking with you and talk to you next Wednesday.”

End.

You’ve now set up a Strategy Session and they have your Services Information page. The day before you meet, send them an email reminder about the call and also to read the Services Information Page.