Commercial Maintenance COLD-CALL Scripts for Target Prospects

Script 1:

"I was in your area yesterday, visiting our customer ABC and noticed your building, and thought you might be interested in the savings that resulted from our services and if we could do the same for you.”

Script 2:

Leave voice mails only every 2nd or 3rd time you'd attempt to reach the person.

When you did leave a VM, state:

"This is (Your Name), from ABC Air Conditioning & Heating, I can be reached at #, I'll be here until 5:00, I'd appreciate if you would call me back today."

DON’T repeat phone number and don't sound like a sales person. The goal is to get a call back.

Script 3 – After a Callback – The Storyline

Ask questions after you thank them for calling me back.  Use a sandwich approach - always ask for the appt in between teasers like..."part of my work is identifying waste in commercial building like we did with ABC company and would like to share how we do that with you next Tuesday, does 1 or 2 work better for you?"

then they'll ask...."well what's this really about"

As I mentioned, we are focused on finding waste and specifically around mechanical systems where I typically see about 30% waste in energy, so will next Tuesday at 2:00 work for you?

NOTES:

Pretend you are walking into a meeting that is already going on and think about how you would react?

You wouldn't just start blabbing about what you are there for...so on a call think about saying

"George, sorry for interrupting, I'm calling to find a convenient time for us to meet next week, does Tuesday at 1:00 work?" And then shut up –

It puts people at ease and they realize you are not just trying to push something on them. Most high-level people responded best to that - and that's where you want to be.

If they ask the meeting purpose, use the sandwich approach.

The purpose is to get a short meeting with key people to earn the right to gain buy-in. So, when you do the surveys later, you have the ability to come back to the main executives and present the evidence and selling storyline.