

BEST PRACTICE CALL GUIDE: Talking Points

- If you can't tell if person is the lead:**
 - ✓ Greet
 - ✓ Ask for prospect
- If you can tell:**
 - ✓ Greet the prospect
 - ✓ Identify yourself.
 - ✓ Brand company.
 - ✓ Explain reason for the call.

- ✓ Use script provided as your guide
- ✓ Sound enthusiastic, conversational
- ✓ Emphasize adjectives
- ✓ Emphasize the "you". How they make a difference
- ✓ Pace yourself
- ✓ Use prospect's name throughout
- ✓ Use downbeats at end of every statement

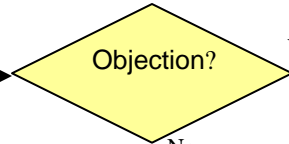


Yes

No

- ✓ Acknowledge and respond to objection.
- ✓ Sound sympathetic and caring
- ✓ Use prospect's name
- ✓ Do not hesitate

- ✓ Ask for pledge
- ✓ Emphasize adjective



Yes

No

- ✓ Acknowledge and respond to objection
- ✓ Sound sympathetic and caring
- ✓ Use prospect's name
- ✓ Do not hesitate

- ✓ Acknowledge pledge with enthusiasm
- ✓ Confirm amount of pledge

- ✓ Follow standard Yes and No closes

- ✓ Thank customer for the pledge or time
- ✓ Wish customer good day