

Target Prospecting™
Talk Track and Rebuttal Book

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Opening Statements

Purpose – make it clear who you are and why you are calling.

Examples – Cold Call – No Referral

- “Good morning [prospect’s name]. My name is ___ from ___...”
 - “I’ve called you directly because...”
 - “The purpose of my call is to introduce [your company name] to you...”
 - “The purpose of my call is to introduce our new line of [products/services] to you...”
 - “The purpose of my call is to meet with you...”
 - “The purpose of my call is to schedule a 15-minute meeting together...”
 - “I would like to share some exciting news with you...”
 - “I specialize in...”
 - “I work exclusively with [job title or company type]...”
 - “I noticed that you are not a current customer of ours...”
 - “I’m calling to schedule a meeting on [date] and wondering if you are available at 3:00pm next Wednesday?”

Examples – Cold Call – With Referral

- “Good morning [prospect’s name]. My name is ___ from ___...”
 - “You were referred to me by [referral]...”
 - “I was referred to you by [referral]...”
 - “[Referral] asked me to give you a call...”
 - “The other day I was meeting with [referral] and he/she said I should contact you directly...”
 - “I understand from [referral] that you are the person in charge of the [specific] department. Is that correct?”

Examples – Cold Call – Third Party Reference

- “Good morning [prospect’s name]. My name is ___ from ___...”
 - “I have been working very closely with [customer], [a competitor of theirs], [another person in their organization, building, or location]...”
 - “I do business with [customer]...”
 - “I have been working closely with a few of the leading companies in the [specific] industry such as [customer] and [customer] and would like to show you...”
 - “I just completed a project with [customer]...”
 - “[Customer] is one of our select partners...”
 - “We are a strategic partner of [customer]...”
 - “I represent [manufacturer] and [manufacturer]...”
 - “I typically work with [job title] and called you directly because...”

Examples – Follow-Up Call to the Decision Maker

- “Good morning [prospect’s name]. This is ___ from ___...”
 - “I’m following up the [letter/package/email/fax] I sent you...”
 - “[Last week] you asked me to call you back...”
 - “[Last week] I promised I’d call you back...”
 - “When we spoke [last week] we agreed...”
 - “As I stated in my [letter/email/fax]...”
 - “It’s nice to finally meet you...”

Examples – Follow-Up Call to a Gatekeeper or Influencer

- “Good morning [gatekeeper]. This is ___ from ___...”
 - “I assume you are [prospect’s name] assistant?”
 - “I promised [prospect’s name] I’d call him/her back today to...”
 - “[Prospect’s name] and I spoke [last week] and he/she asked me to call him/her back today...”
 - “I am following up on the information [prospect’s name] requested...”
 - “I need to speak with [prospect’s name] about the [topic] at [prospect’s company name]. Could you put me through please?”
 - “[Prospect’s name] asked me to schedule a meeting for next Tuesday at 10:00am. Could you see if that is good for him/her please?”
 - “I am returning [prospect’s name] [call/email]...”

Examples – Finding the Decision Maker

- “Good morning, my name is ___ from ___...”
 - “Maybe you can help me?”
 - “May I speak with [prospect’s name or a specific job title] please?”
 - “I’d like to speak to the person in charge of your [specific] department please?”
 - “I was very satisfied with the service I recently received as a customer and want to send a letter of recommendation to your company president. Who would that be?”
 - “I would like to send an announcement on our new [product/service] to your [job title], could you please connect me to that department?”
 - “My boss told me to contact the [job title] of your company because he would like to send an information package to him or her. Could you give me the correct spelling of his or her name please?”
 - “We are holding an open-house for the [job title] of a few select companies and my boss told me to call [prospect’s company name] to invite your [job title]. Who should I address the invitation to please?”
 - “We have just released a new [product/service] and want to send information to the Vice President of your [specific] department. Who would be the correct person to address it to please?”
 - “I am preparing for a meeting with the [job title] and want to get the correct spelling of his/her name. What is his/her assistant’s name again please?”
 - “I am trying to schedule a meeting with your [job title] and want to contact the right person. Could you connect me to the [job title’s] assistant please?”
 - “I typically work with [job title] to [benefit] could you tell me who that would be at [prospect company’s name] please?”
 - “[Prospect’s name] before you and I meet, who else in your organization should I contact to learn more about your [specific] requirements...”

Examples – Information Gathering

- “Good morning, my name is ___ from ___...”
 - “I understand that [prospect’s name] is the [job title] of the [specific] department. Could you please tell me how many [people/machines] are under his/her supervision?”
 - “I am preparing a quote for [prospect’s name] maybe you can help me with some missing information?”
 - “I am preparing for a meeting/presentation with [prospect’s name] maybe you can help me with some missing information?”
 - “I have a [meeting, site-survey, product demonstration] scheduled with [prospect’s name] for [date] and need your help to be fully prepared...”
 - “How are you currently handling your [color, outsourcing, document management] requirements?”
 - “How much [color, outsourcing, printing, scanning, copying] does your department do?”
 - “How familiar are you with the phrase [document management, print migration, color calibration, etc.]?”
 - “How familiar are you with [multi-functional devices, workgroup printing, document sharing, etc.]?”
 - “I understand that one of the main initiatives in your industry is to [cut costs, increase productivity, etc.] Is that true for [prospect’s company name] as well?”
 - “What is your department currently doing to [cut costs, increase productivity, etc.]?”
 - “I am trying to understand how the decisions are made at [prospect company’s name] in regard to [product/service] please?”
 - “[Prospect’s name] could you tell me how the decision was made when you bought your last [product/service]?”
 - “[Prospect’ name] who else was involved in the decision the last time you purchased a [product/service]?”

Benefit Statements

Purpose – create interest and give the prospect a reason to speak with you.

Examples – Selling the Relationship

- “Many of my existing customers like [customer] and [customer] are currently enjoying [benefit]...”
- “I have been able to help similar companies like yours [benefit]...”
- “I just finished installing [x] multi-function machines at [customer] and within three days, they have seen a [benefit.] The purpose of my call is to see if I can do the same for you...”
- “As a [product] specialist, I work closely with [job title] to [benefit]...”
- “The next step in determining if we should be working together is to schedule a site survey which will [benefit]...”
- “Based upon the information I have and the research I have done it seems to me that I can provide [prospect’s company name] with [benefit]...”

Examples – Selling the Technology

- “At [customer,] we implement a state-of-the-art [product/service] which helped them [benefit]...”
- “Our award winning service guarantees that you will have a service technician at your office within three hours of your call or...”
- “Our new [model] has an advanced [feature] that will [benefit] at [prospect’s company name] by...”
- “Our Systems Engineers accompany our Account Executives when meeting with customers that require a connected solution which results in a *true* consultative approach...”
- “Our Systems Engineers develop and support the recommended solution resulting in a single point of contact and seamless continuity throughout the installation and implementation...”

Examples – Selling the Economics

- “Our new [model] is designed to cut your overall production expenses and reduce your maintenance costs by [x]%...”
- “The new [model] will eliminate similar or duplicate machines and can reduce your overall capital budget requirements...”
- “We are introducing a new machine that has a [feature] that will increase your staff’s productivity by [x]%...”
- “We offer a variety of leasing program that will reduce your cash outlay and allow you to take an annual depreciation expense during the term of your contract...”
- “We work with [three] of the largest equipment leasing sources in the business and offer multiple leasing options or we can work directly with your lender if you prefer...”
- “By eliminating the need to outsource, and combining the functions of the machines you currently have, we can improve your overall cash flow by approximately [x]%...”
- “By combining our technical expertise with [manufacturer’s] integrated products, we can implement a substantial cost savings program at [prospect’s company name]...”
- “We have a track record of working with companies like yours in the [specific] industry and represent products like [product] that are designed to [cut costs, increase productivity, decrease downtime, eliminate maintenance, reduce storage, etc.]...”
- “I’d like your permission to talk with your [specific] department to better understand your [process], then come back to you with a summary highlighting the areas where we can reduce those unnecessary costs...”



Benefit Statement Worksheet

Using a specific product/service, create your own Benefit Statements.

Feature:

Benefit:

Key words or phrases to use:

Feature:

Benefit:

Key words or phrases to use:

Handling Objections

Purpose – to overcome the prospect’s resistance.

Example – Empathy and De-fusing Statements

- “[Prospect’s name]...”
- “I [understand, realize, believe]...”
- “That’s [fine, great, terrific]...”
- “Thank you...”
- “Is it safe to say...”
- “I called you directly because...”
- “Before I call [Decision-Maker,] I wanted to check with you first...”
- “My sense is that your input [person’s name] will be considered...”

Example – Transition Statements

- “The reason I’m calling is...”
- “Could you...”
- “Would you...”
- “Does [prospect’s company name]...”
- “If you don’t mind...”
- “If it would be okay with you...”
- “... to see if we should be working together...”
- “... to see how we can work together...”
- “...so you will be better informed and can make a more educated decision...”
- “...share information on the latest technology and the various options available...”
- “You will be glad we met, because...”

Gatekeeper Objections

- *Not allowed to give out that information.*
 - “What department typically handles your [specific area]?”
 - “Is there anyone who can give out that information?” ☺
 - “Are you allowed to tell me [x]?” ☺
 - “Please connect me to the office of the president.”
 - “Please pass me through to your [specific] department.”
 - “How can I get a copy of your latest catalog or company brochure?”

- *Is this a sales call?*
 - “No, I’m calling to find out some information. Who is the person in charge of [specific area]? What is their name?”
 - “No, I am updating my database and noticed that you are not a customer of ours. The purpose of my call is...”
 - “Yes, and I called you [gatekeeper’s name] specifically because...”
 - “Actually, I am an Account Executive with [your company name] and was asked by the Executive Vice President of my firm to contact [prospect’s name] directly...”

- *We are not interested.*
 - “Forgive me, I don’t want to bother you. But I do need to [contact, send information to] the correct person. Who would that be?”
 - “I understand you are not interested, I have not given you any information yet. Who is the person in charge of [x]?” ☺
 - “I understand, who is the person in charge of selecting new vendors?”
 - “It is my experience that companies of your size and caliber typically only work with world-class vendors. The purpose of my call today, is to...”

- *I don't know who that would be.*
 - “Usually, I work with the [President, CEO, CFO.] What is their name and direct extension please?”
 - “Usually, I work with the [President, CEO, CFO] who would that be? Could you connect me with their assistant please?”
 - “Well, I have [prospect's name] name. Is he/she the person who is in charge of [x]?”
 - “Would you put me through to your Human Resource department please?”

- *He/She does not take sales calls.*
 - “Good this is not a sales call. My boss told me to contact [prospect's name] directly. Could you connect me please.”
 - “Good this is not a sales call. I am calling to schedule a meeting with him/her, could you see if he/she is available next [day] at [time] please?”
 - “Good this is not a sales call. Could you get [prospect's name] on the line for me please?”
 - “[Gatekeeper's name,] [prospect's name] is responsible for [benefit,] isn't he/she?”
 - “[Gatekeeper's name,] I am following up on a letter my boss sent to [prospect's name]...”

- *I am.*
 - “My name is ____, what is your name? It's nice to meet you...”
 - “Great! Do you interview vendors as well as sign the contracts?”
 - “Great I can tell by the way you answered the phone that you do more than just sign contracts all day.” ☺
 - “Maybe you can tell me how [prospect company's name] goes about purchasing [x]?”

- *Send me the information and I'll forward it.*
 - "Thank you for your interest. Which products/services do you think [prospect's name] would be interested in?"
 - "We don't sell products, we offer consultative solutions. That's why I need to speak with someone in your [specific] department to learn more about your business. Would you put me through to [prospect's name] please?"
 - "[Gatekeepers name] can you make the decision on this yourself?"
 - "I have sent information previously and am following up as promised. Could you see if [prospect's name] is available..."
 - "That's fine. If you see how I can [benefit], do I have your commitment that you will help me schedule an appointment with [prospect's name]?"
 - "[Gatekeeper's name] can I send the information to you and call you back in a few days so you can feel comfortable with who I am and what we do?"
 - "Thank you. Let's schedule an appointment now and I'll overnight the package to him/her this afternoon. Can you see if he/she is available next Tuesday at 11:00am for me please?"

- *I'll give him/her the message.*
 - "[Gatekeeper's name] I realize you are doing your job and you are very good at it I might add. However, I do need to speak with [prospect's name] directly can you see if he/she is available..."
 - "[Gatekeeper's name] thank you for taking the time with me. Do you keep his/her calendar or does he/she keep it him/her self?"
 - "[Prospect's name] seems to be very difficult to get a hold of. Would it make sense for you and I to meet first, then once you are comfortable with who I am you could pass the information to him/her?"



Gatekeeper Objections Worksheet

Objection: What is this in reference to?

Your responses: (Create two responses for each objection.)

1.

2.

Objection: _____.

Your responses:

1.

2.

Objection: _____.

Your responses:

1.

2.

Decision Maker Objections

- *Not interested.*
 - “Some of my best customers like [customer] felt the same way when I first called them. Then, after just one meeting they realized that our [product/service] could benefit them by [benefit]...”
 - “[Prospect’s name] I didn’t think you were going to be interested from just one phone call. That’s why I would like to visit with you to discuss the benefits of [product/service]...”
 - “Well, I can understand that [prospect’s name] because I haven’t given you any real information yet. That’s why we need to sit together for 30-minutes so we can better understand each other’s business and decide if we should be working together...”
 - “I understand how you feel [prospect’s name], I wasn’t expecting you to be really interested until you fully understand the benefits of [product/service.] That’s why I’d like to meet with you...”
 - “Actually that is why I’m calling. I have a meeting with [customer/prospect] on [date] and want to see if you have 30-minutes to meet...”
 - “Most of the experienced [job titles] I work with believe in value and want to partner with companies that can provide a total solution. Do you feel the same way as well?”

- *I’m really not interested.*
 - “Great! What have you done regarding [specific topic or area]?”
 - “Forgive me, I don’t want to bother you, however the information I have leads me to believe that [prospect’s company name] would be a good candidate for [feature or benefit]...”
 - “I understand. Could you tell me how are you keeping up with the latest [technology, advancements, processes, etc.] in the [area]?”
 - “[Prospect’s name], as I understand it, you are [outsourcing] all of your [color] right now. If I can show you how to [benefit,] would you be interested in looking at a few simple options without making any commitments?”

- *We only use [your competitor].*
 - “Well they are certainly a good company. [What do you like most about them?] [Is there a particular reason why you chose them?]”
 - “Many of my existing customers like [customer] used to use them until they realized that our [product/service] is the next generation in [specific area]...”
 - “Congratulations. At this point we are showing all of our key customers the next generation of [products/services]...”
 - “Then I’m certainly glad I called you today. [Prospect’s name] I would hope that before you make a purchase decision you would consider the leader in [products/service]. That’s why it is important for us to spend a few minutes together so I can show you how others companies in the [specific] industry have [benefit]...”

- *Happy with our current vendor.*
 - “That’s great, good service is everything isn’t it? That’s why I’d like to discuss our award winning service with you...”
 - “I understand how you feel, one of my best customers [customer] felt the same way before we met. After we introduced our new [product/service] they realize that we could [benefit] for them...”
 - “Great. I like working with people who are loyal to their suppliers. When would be a good time next week to get together to shake hands and exchange business cards?”
 - “[Prospect’s name] frankly I didn’t think you were going to drop your current vendor just because I called. The purpose of my call today is to schedule a convenient time so I can stop by and learn a little more about your company...”
 - “Great! That’s exactly the reason for my call. We have found that large organizations like yours want supplemental suppliers to support the services already provided their primary supplier...”

- *No time. Too busy.*
 - “I can appreciate your busy schedule. We’ll only be together for 15-minutes and if we decide not to work together, the bottom line is that you will be better informed and we will part as friends...”
 - “I realize you are very busy, however I’m sure you don’t want to pass up a great business opportunity because you could not squeeze in a quick meeting...”
 - “I understand. That’s why I like to meet with busy executives like you early in the morning. Let’s say next Monday first thing at 7:30am? How do you like your coffee?” ☺
 - “[Prospect’s name] I promise not to waste any of your time. I’ve called you specifically because my research tells me that [prospect’s company name] is a prime candidate for [benefit]...”
 - “The good news is, the [products/services] we’ll be talking about are designed to do just that ... save you time and make you more efficient...”
 - “[Prospect’s name] I realize I have to earn your trust and respect, and as an accomplished representative of [manufacturer], my job is to meet with people like you who would be well suited for a mutually beneficial business relationship...”

- *Call me [next week, in a month, etc.]*
 - “I’ll do that, but my schedule fills up pretty quickly. Let’s pencil in a specific time [next week, the week of] then you can call me if you have to change it. How does that sound?”
 - “Good idea. I didn’t think of scheduling it that far in advance. I have the week of [x] open. What day works best for you?”
 - “Thank you. I will call you next Tuesday at 10:00am and in the mean time, call [influencer] to gather more information so I’ll be fully prepared for our next call. I’ll talk to you then.”

- *Send literature.*
 - “Experience tells me that each customer has unique requirements and a brief personal visit is more appropriate. This way as a [product] specialist I can recommend the right solution...”
 - “[Prospect’s name] as I understand it your environment is somewhat unique. That’s why in these cases I like to visit with senior managers like yourself to get a better idea of how your people [specific area]. Based upon our conversation, I’ll be able to provide you with the most in-depth and up-to-date information that will fit your particular needs...”
 - “If you give me your email address I will send a direct link to our web site, which provides all the information on our company and the products/services we offer. The purpose of my call today is to better understand your particular needs...”
 - “I typically don’t make a habit of sending brochures because they tend to create more questions for the customer. So what I would like to do is drop in and give you some quick information...”
 - “Frankly we don’t push products, we offer consultative solutions. That’s why I need to meet with you in person to learn more about your business...”
 - “Thank you for your interest. I will be happy to send you the information. As a matter of fact, I will over-night it to you and you will have it by tomorrow morning. Let’s schedule an appointment for tomorrow afternoon so we can review it together...”
 - “As a matter of fact [prospect’s name] I have a meeting with [customer/prospect] in your building at 10:00am which will probably run about one hour. After that why don’t I stop by and drop the information off to you? It will also give us a chance to shake hands and exchange business cards...”

- *We [already own, just placed an order, or are tied into a contract.]*
 - “Terrific. Can you tell me a little about the [product/services] you are buying?”
 - “Terrific. Can you tell me what specific [products/services] that contract covers? And what it does not cover?”
 - “I am familiar with that [company, product/service], one question I have is how are you going to handle [upgrades, the expansion of your business, etc.]?”
 - “That’s fine. I’m sure you would agree that any smart buyer will compare his/her options regardless of who their current vendor is...”
 - “[Prospect’s name] I promise you are not going to buy anything the day we meet...” ☺
 - “I am very familiar with that [company, product/service]. If I could show you a [benefit] that utilize today’s latest technology would you be interested in at least exploring a few simple options?”
 - “[Prospect’s name] my most successful customers such as [customer] and [customer] have multiple suppliers...”

- *Tell me over the phone.*
 - “[Prospect’s name] with all due respect. My business relationships are not just about a few features and benefits. I am a [product] specialist that makes recommendations on solutions. If a product or service is involved that we represent, fine...”
 - “Frankly, with the many unique situations my customers find themselves in, it would be literally impossible for me to explain this over the phone. That’s why I am following up my introduction letter with this call to schedule a meeting with you...”
 - “To be fair to both you and I, we do need to meet in person. This way I will be able to learn more about your organization and you will be able to learn more about me...”

- *We do this internally.*
 - “Great, then my call is very timely. We have worked with a number of large organizations in the [specific] industry like [customer] and [customer] and have found that we can be an effective supplement to the [services] you already provide...”
 - “[Prospect’s name], as a [graphics, legal, health] company you specialize in [that area]. As a certified Value-Added reseller of [manufacturer], we specialize in providing companies like yours with the latest [information, technology, etc.]...”
 - “Well, then my call is even more relevant. Many of my existing customers such as [customer] found [outsourcing, third party providers, etc.] to be an effective, low cost solution...”
 - “That’s great. Can you tell me how you are handling...”

- *Your prices are too high.*
 - “[Prospect name], price is always a concern. It is our experience that most companies of your size and caliber typically find a greater return on their investment by partnering with companies such as [your company name]...”
 - “[Prospect’s name], companies like [customer] and [customer] have implemented a significant [cost reduction, productivity] program by combining our expertise with some of the advanced solutions we provide. The purpose of my call is...”
 - “I understand your concern, initially one of my best customers felt the same way. Interestingly enough, once they compared the [benefits] of our [product/service/solution], they realized that the return was much greater than the original investment...”
 - “[Prospect name] would you agree that the price of any product is directly proportionate to the savings it offers?”
 - “[Prospect name], my goal is to build a satisfied client base. I promise that you will not buy anything from me without completely agreeing on the price first. Is that fair?”

- *No money/budget.*
 - “That’s fine. Then you know that we won’t be talking about buying any products right now. This is the perfect time to assess your situation and identify any improvements we can make...”
 - “[Prospect’s name] would it be safe to say that if you had a designated budget, you would look at a few options...”
 - “That’s fine. This would be the perfect time to discuss your [specific] requirements. Right now you might be spending more than you should be and getting a lower quality output. The purpose of our meeting would be to assess your situation and identify any improvements we can make...”
 - “Great. How about I send you some information on the [x] model, then follow up with you in [month] just before your budget is established?”
 - “[Prospect’s name], the purpose of our meeting is not for you to buy anything right now. It is to get to know each other and our respective business’ to see if we should be working together in the future...”

- *No need.*
 - “[Prospect’s name] I’m sure you are right. However, with the speed in which technology changes and the fact that I stay current on the latest advancements, my goal is to share the most up-to-date information with you so you will better informed once you are ready...”
 - “[Prospect’s name] the most successful companies I work with such as [customer] and [customer] are constantly evaluating their options to identify ways to improve. As you may have no apparent need right now, what I’d like to do is meet with you to discuss the latest best-practices in relation to [specific area]...”

- *You are wasting your time.*
 - “I appreciate your concern, but I can assure you that I will not waste your time or mine. I thoroughly research all my prospects before I ask them to meet with me. Know which day next week works best for you?”
 - “May I ask you why you think that?” ☺
 - “[Prosepect’s name], I realize that I must earn your trust. Could you please tell me how I can prove to you that our time together will be well spent?”

- *Are you trying to sell me something?*
 - “That’s a great question and one that can not be answered at this point. Quite frankly, the purpose of my call and our meeting is to determine if we should be working together...”
 - “I would like you to see the value of a 30-minute meeting. It is my experience that once you understand who we are and what we do, that you will be able to determine if we should be business partners...”
 - “[Prospect’s name], I think you’ll agree that it would be very premature for me to try to sell anything at this time. At [your company’s name] we take a very consultative approach to building client relationships and lead with a Value-Added strategy. That way you can make a sound business decision based upon knowing our full capabilities...”

- *[I/You] have to talk to...*
 - “Thank you for that information. Actually, the reason I called you directly is; we typically meet with senior managers like yourself first. Then if it makes sense, I will work with...”
 - “I can understand you want to gain someone else’s input. Why don’t we plan on the three of us meeting to talk this over...”
 - “Boy am I glad you said that. I have been [in contact with, trying to contact] [influencer] myself and he/she said...”
 - “Thank you I will schedule a meeting with [influencer]. Then after I meet with him/her would it be alright to pop my head in your office to introduce myself, shake your hand and exchange a business card?”
 - “[Prospect’s name] it’s interesting that you say that. We believe in the team approach as well. As you can see from the information package I sent you that my team consists of...”

- *You have to talk to [purchasing, IT.]*
 - “Thank you. Actually, we are all set with purchasing. And we have been meeting directly with the individual department heads like you to make sure they are ordering the most appropriate [product/service]...”
 - “Thank you. Actually, we are all set with purchasing. As a matter of fact, they recommended that we meet with the individual department heads like you directly so you can look at all of the available options...”
 - “[Prospect’s name] [specific area] is not a technical issue. It has less to do with hardware and software and is more about the [benefits] to your organization. And as I understand it, this is an area that you are responsible for. Is that correct?”



Decision Maker Objections Worksheet

Objection: _____.

Your responses: (Create two responses for each objection.)

1.

2.

Objection: _____.

Your responses:

1.

2.

Objection: _____.

Your responses:

1.

2.

Closing for Appointments

Purpose – to set the exact date and time of an appointment.

Alternate Purpose – to gain some other commitment from the prospect or uncover any additional objections.

Appointment Setting Examples

- “Are mornings or afternoons usually better for you?”
- “Is next Wednesday or Thursday better for you?”
- “Would 9:45 or 10:45 be better for you?”
- “I have 8:30 and 9:30 open next Tuesday, which works better for you?”
- “I’m available next Wednesday at 9:30 in the morning how does that look for you?”
- “What would be a convenient day next week for us to meet?”
- “When would be a convenient time for us to get together to discuss your [product/service] requirements?”

Business Card Exchange Examples

- “The reason for my call is I’d like to stop by your office next Tuesday to introduce myself, shake hands and exchange business cards. What time would be good for you?”
- “I have a meeting with [person’s name] from [company] next Tuesday and want to know when would be a good time for me to stop by your office so we can meet, shake hands and exchange business cards?”
- “Since it is too soon to schedule a formal appointment, I would like to stop by your office next Tuesday, so we can introduce ourselves, shake hands and exchange business cards? How does that sound?”

Examples of Additional Commitments

- “[Prospect’s name] I will certainly call [prospect’s coworker] to ask for his/her input, then I’d like to call you back to schedule a meeting. What day next week do you want me to call back?”
- “What I’d like to do is speak/meet with [influencer] to better understand his/her requirements, then call you back to schedule a meeting. Would it be okay if I told [influencer] that we spoke?”
- “What I’d like to do is speak/meet with [influencer] to better understand his/her requirements, then call you back once I’m more informed. Would it be okay if I told [influencer] that we spoke?”
- “Based upon our conversation today, I’d like to send you some information on our [model] then call you next week to answer any questions you might have. How does that sound?”
- “I’ll call you next Tuesday to follow up the information you requested. What time is best to reach you?”
- “To save you time, I’ll email that information to you and call you back later today to schedule the appointment. What is your exact email address again?”

Create Your Own Closing Statements

Confirming appointments

- While the prospect is still on the telephone
 - “So we are on for next Tuesday at 10:30am in your office. Is that correct?”
 - “So we agreed to meet next Tuesday at 10:30am in your office. Is that correct?”
 - “So next Tuesday at 10:30am in your office is that correct?”
 - “Next Tuesday at 10:30am is firm on my calendar. I won’t call to confirm, unless something changes. Is that okay?”
 - “I have you scheduled for next Tuesday at 10:30am in your office. If for any reason I can not make the appointment, I will call you as soon as possible.”
 - “[Prospect’s name] I am looking forward to our meeting next Tuesday at 10:30am in your office. By the way, my name is spelled...”
 - “[Prospect’s name] I am looking forward to our meeting next Tuesday at 10:30am in your office. By the way, I have [spelling] for the spelling of your last name, is that correct?”
 - “Is there anything specific you need me to bring to our meeting next Tuesday at 10:30am?”
 - “So I’ll send you the information on our [model] and meet you Tuesday at 10:30am in your office to discuss it. See you then.”
- In writing
 - Never call a prospect back to confirm a meeting by phone (it is too easy for the prospect to cancel or put you off.)
 - Send a letter or fax (not email) as a confirmation with the scheduled date and time and include the phrase, “Please call me if your schedule changes.”
 - Show up at the agreed upon time fully prepared.



“The world is full of opportunities. Successful salespeople make a habit of finding good ones.”

- Michael J. Galante, The Sales Coach

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