### **1. Gatekeeper Introduction**

*“Hello, I’m trying to connect with the person that oversees marketing. Can you point me in the right direction?”*

### **2. Personal Introduction**

*“Hi Jeremy, my name is Mark and I’m from Fit Small Business. Have I caught you in the middle of anything right now?”*

**If they say yes:** *“OK, well I could be really brief, or I could call you back at another time, which would you prefer?”*

### **3. State Your Value Proposition (or Choose a Pain Point)**

“*The reason I’m calling is to get some time on your calendar.”*

**Pain Point:** “*Our customers choose us because they are concerns at the low conversion rate of their leads into sales opportunities and the hidden cost of this to their business.”*

**Value proposition:** *“We help businesses to connect with their customers when they are actively considering purchasing your products. Because of this, we can provide you with leads that are twice as likely to convert into sales opportunities.”*

### **4. Qualifying Questions**

*“I really don’t know if this is really a good fit for what you guys do?****...***

* *Would you like to improve the conversion rate of the leads your sales team currently field?”*
* *Do you have a budget in place for purchasing sales leads?”*
* *Are you the person responsible for allocating this budget?”*

### **5. Building Interest Points**

*“Oh well, great. That’s why I’m reaching out to you, I work for Fit Small Business and we have a service that improves lead conversion by 100%.”*

### **6. Ask For What You Want**

“*You know what, it’s a bit of a conversation, and I want to learn more about your business first, so do you have 30 minutes available to meet with me next week? How are you fixed at 10am of Tuesday or 2:30pm on Thursday?*

### **7. Manage Objections & Ask Again**

*“I understand that you don’t have budget set aside for this so I’m not trying to sell you anything. What I’d like to suggest is that open a dialogue between our two businesses, which will only require a short meeting and this way you will understand what we have to offer when you are reviewing your budget.”*

or

*“I understand that you are not interested right now so I’m not trying to sell you anything. What I’d like to suggest is that we open a dialogue between our two businesses, which will only require a short meeting and this way you will understand what we have to offer this becomes a priority and the time is right for you.”*

or

*“I understand that you don’t have the need right now so I’m not trying to sell you anything. What I’d like to suggest is that we open a dialogue between our two businesses, which will only require a short meeting and this way you will understand what we have to offer when the need arises and the time is right for you.”*