

Getting Through To The Grand Pooba

- XXXX List
- Store traffic
- "Ups"
- Customer or patient acquisition / retention
- Lead generation
- Billable hours
- Service calls
- Credit hours /tuition
- Average ticket
- Table turn
- Profitability
- Advertising

Good morning. My name is _____. Can you please tell me who I'm speaking with? Thanks! As I said (name) my name is _____ and I'm with Company Name. I wonder if you can **help me please?** Can you please tell me who is in charge of increasing **xxxx**? Thanks! Can you please put me through to (name)?

Once you get through, you need to confirm you are speaking the right person:

Name, my name is _____ and I am a media marketing specialist with Company Name. I asked the person who answered the phone (give the Gatekeeper's Name) who it was that was in charge of **xxxx** and they told me that you were. Is that correct?

(If not, find out who is, thank the person, ask to be transferred and start again. If so, move on to the next page.)

Who? Internet?

Mark Levy
President
972.522.8570 mark@rdrtoday.com



Purpose of the call

Alternative A: Name, I know you weren't expecting my call but I'm calling because I have some information on buying patterns, shopping habits and trends for the _____ industry and I'd welcome the opportunity to drop buy and share them with you.

Ask for appointment

Would you have a few moments on for us to get together, say on (date) at (10 til or 10 after the hour)?

Be ready with even more benefits of meeting with you!

Mark Levy
President
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Purpose of the call

Alternative B: Name, I know you weren't expecting my call but I'm calling to arrange a time for us to meet to determine if I can be of benefit to you and your business as we have been for ____, ____ and _____. When we get together, I promise to bring some information on buying patterns, shopping habits and trends for the _____ industry.

Ask for appointment

Would you have a few moments on for us to get together, say on (date) at (10 til or 10 after the hour)?

Be ready with even more benefits of meeting with you!

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