# **EDC SCRIPT IDEA – BASED ON “WIIFM”**

(This presumes that you have called a business, gotten by any “gatekeeper” and have the owner/decision-maker on the phone…..)

**Hello. This is \_\_\_\_\_ with EDC. We help businesses like yours make more money every month with online ordering.**

“I already use (GrubHub, Eat24, SliceLife, Door Dash, etc) for online ordering.”

**That’s exactly why I’m calling. You are paying those guys way too much for their service. Around 10-15%, right? Maybe even more.**

“Yes. I’m paying them (10-15)%.”

**How would you like to pay only 3%?**

“Only 3? Why, sure, that would be great.”

**We can do that for you. And, how would you like to get paid right away whenever an order is placed? Those guys are holding your money for 30 days, right?**

“Yes, they are.”

**With EDC, you always get paid immediately on every order. You hold the money, not us. How would that improve your cash flow?**

“That would help my cash flow, for sure.”

**EDC will custom design a system for your business that will help you make more money every month as compared to your current set up.**

**You can see how this all works in 7 minutes or less. Will you have 7 minutes free tomorrow morning or the following afternoon? Which time works better for you?**

“Tomorrow morning would be OK, around 10-10:30 when I come in.”

**That’s great, Mr/Ms ( ). Our local Account Manager, (John), will be in to see you then. He’ll give you as much time as needed to answer all of your questions. Fair enough?**

“Sure. No problem.”

**Thank you, Mr/Ms ( ). You’ll be excited by what (John) has to show you about the EDC program. Goodbye now.**