Short Script – Goal - Set Appointment only

Hi (Their Name) This is (inset Full Name) from Quik Chow – Hey the reason I am calling is my company does online ordering and Apps and have had great success during this crazy time and would like to share with you what we are doing that is working . It’s going to take about 5 minutes so would you have time tomorrow in the morning or afternoon ?

Ok great how is 11:15 or 12:15 ? Or if Afternoon 2:15 – 3:15?

Do you have a cell I can get?

Great – if No then

Ok no problem the reason we call on the cell is a lot of owners don’t like us tying up the main line so we just ask for a cell . So what is your cell? ( if resistance then just say ok will call the main #)

What’s would be the best email to send out a reminder of our (Insert time - 9 oclock) meeting tomorrow?

Great our specialist will call you tomorrow at \_\_\_\_\_

Great I will have one of our reps either John or Jovanny give u call tomorrow at 2 pm.

Objections : How much does it cost ?

Rebuttal : respond with either That’s a great question Or I am glad you asked that . (then proceed to say ) We have multiple programs based on what makes sense to you . Some cost money some cost no money\*\* But our digital specialist will go over this with you during the 5 minute call with him . (no pause !!!)

So (reaffirm appointment or continue immediately with script

Objections: I already have online ordering

Rebuttal : I am glad you brought that up. What many of our customers found although there are many online ordering companies some are better than others . Our specialist will go over in about 5 minutes exactly why what we are doing is so successful and then you can decide if it is right for you .

So is \_\_\_\_\_\_or \_\_\_\_\_\_\_good for 5 min appt with our digital specialist .

\*\*if they add our fee onto the order no cost – customer pays for it so “up to you, you can add our fee to the order or not but either way our specialist can go over this tomorrow so is 11 or 11:30 better?”

Some sales points:

If do not talk to decision maker get name of person you spoke to and find out when to reach decisionmaker. Then when you call back you tun a “cold” lead into a “warm” lead by dropping that person’s name – “Hi Jim my name is John from Quikchow and I spoke with Racheal last Thursday and she gave me your name etc.”

Always try to get cell or email – if they free up the cell that is a good sign!