Expert Message Creation and Tips and Tricks of Script Writing

Let us help you create the perfect message.

Our Script Experts have been crafting and perfecting scripts for years. Therefore, we know what works and doesn't work. Our professional script writers take all the information you provide in the initial phone call with our Client Service Experts, along with information from your website, and combine it with their script writing knowledge to develop the best message to gain interest in your product/service.

Once it's all put together, we'll send it over to you to review and make any necessary changes and send it back to us. We'll work with you to get the script finalized so everyone is comfortable with the message and format to generate the most qualified prospects for you and your business.

Just as you are the expert in your industry, we're the expert in our industry. We count on you to give us the information, so we can put all the important pieces together in a format that flows smoothly. Our expert script writers will put it all together in such a way that it gets straight to the point and piques interest all while sounding as if your caller were you talking to someone you've known for years.

Below is some information on our philosophy of call script writing and how we work with you to create the most effective message possible.

SalesDouble's Objective.

When SalesDouble phone professionals call on your behalf, the goal is to get you an in-person appointment. If we are unable to get them to agree to the in-person appointment, then we attempt to get them to agree to a phone appointment. However, this scenario usually takes time. If you're fortunate enough to have it happened in the first few calling blocks, then you'll REALLY love our service. However, if it hasn't happened after months you might be having doubts about the service.

The good news is that the statistics are on your side! Research has proven that a certain percentage of your target market (your list) will need you now or in the future. That percentage will vary by industry (product or service), geography, revenue and many other factors. However, the numbers prove to be around one to three percent. Of the remaining 97+ percent, there will be many more who will be open to listening to your offer. Our common efforts are to give them a reason to learn more and share your unique offer!

Your Objective.

Now that we've talked about the main objective of our service, we need to know the best objective for you. Some things to consider are, will we be calling locally, or multiple states, or even nationwide? If we're calling multiple states, do you have reps available to go to an in-person meeting when we schedule them? If not, then our recommendation is to skip over the in-person appointment and go directly for the phone appointment. That way you can have the deeper conversation with them and if the sales process requires you to meet up with them face to face, you can schedule the travel time that best fits your schedule and your prospect's schedule.

Another option is to simply get them to agree to a phone call “sometime next week”, so we aren’t scheduling a specific date and time, and you can call them at your convenience. While this option isn’t one we would recommend, it may be the best option for you and your busy schedule.

Your background in the industry, with your company, and information about your company.

Your caller is trained to come across as if he/she works directly with you and your company. Therefore, it’s helpful to have a brief description about you and your company. What makes you and your company unique and stand out over your competitors? It not only helps your caller understand your product or service, but also can be useful if asked certain questions by your prospect. This part isn’t going to be part of the actual script. It's just some extra information for your caller to help with the conversation.

Decision Maker.

The Decision Maker is crucial and probably the most important part as it’s the person who will ultimately make the decision to use your product or service. This will vary depending on your industry. Note: the callers will try to get as high up the ladder as possible, however sometimes a medium level employee will screen for the true decision maker and claim "they" make the decision. Our process over time will correct this and eventually find the true decision maker. Keep in mind, the bigger the company, the harder it is to get to the higher C-Level positions as most of those levels, have someone who handles most of their calls. Therefore, the contact ratio will be lower.

That said, if your industry is in sales and acquisitions of companies (Business Brokers), then the owner is the only person our caller will talk to as that type of conversation is extremely sensitive. On the other hand, if we are calling for the Medical Billing industry, Medical Waste industry, or your industry requires we call medical facilities, we know the physician is usually the ultimate decision maker. However, we also know they are going to be with a patient 99 percent of the time, so we typically go for the Practice Administrator or Office Manager. However, we will never settle for a receptionist.

Introduction.

When your caller introduces themselves to the gatekeeper and the decision maker, they also introduce you by name when they mention the company you are with. For instance:

“Hi Decision Maker, this is (caller’s first name only) with John Smith's office, at The Shredding Experts…”

Some proven psychology regarding the above: We use your name to establish authority which is called the Expert Fallacy. Simply put, attorney's and doctors are too important to call unless they know the person is available to talk so they have an assistant open the call. We use the same principle and then mention your company name. Don't worry too much about whose name is used because in these early stages if your name is used here and then a different person actually does the follow-up...it's never been a problem since we're in the early stages of the potential sale.

On to the meat of it.

This part is the second most important part, and also the most overdone part of your script. Many people feel this is where we/you tell the prospect everything about your service. Sometimes clients fear losing the sale because one product/service/point was left out and that was the one thing that would’ve clinched it for the prospect. Nothing could be farther from the truth. The goal is to give them just enough information to know what it is you do and a little bit more to pique their interest and want to know more.

Key Point #1 – Be quick and to the point.

The Primacy Effect states that the brain listens to the opening and then diminishes attention and retention as more data is shared. That's why we get right to the point immediately after the introduction.

It’s important to remember that we will be interrupting your prospect’s day to tell them about your product or service. They aren’t calling us/you for your product or service. So, there is a very limited amount of time your caller has to get the point across and pique their interest before they are ready to hang up. If your caller piques the prospect’s interest, then the door has been cracked open a little bit more to give them a little more information and hopefully get an appointment scheduled.

Key Point #2 – Be Creative.

It’s important to remember you’ll have more success perking up the ears of the prospect with something unique. Often, we have clients say things like "We've been in business for X years" or "We do free quotes" and the problem with these type attention getters is that every one of your competitors is saying the same thing. Try to get creative and niche specific.

Key Point #3 – Our job is to get your foot in the door. It is YOUR job to close the deal.

Your caller is not the expert in your industry. You are. Therefore, you are the one who can take the conversation further and eventually close the deal. When you get in front of your prospect, or on the phone with them, is the time for YOU to shine. This is the time for you to give your prospect any and all of the information you can provide.

Offer a hook or promotion – again, get creative.

This can be helpful for the caller to get a prospect to agree to an appointment easier/faster. This can be something you offer all of your clients, but we can use it as a hook. Or it could be something specific you are offering to those we are calling.

Many clients' “go-to” promotion is a “free consultation” or “free set up”. If either of these have a high dollar value, they can possibly be effective. But the truth is your competitors are probably offering the same thing. So, it’s best to come up with something that will be valuable to your prospect, but obviously not break the bank for you.

A new client for you not only brings in immediate revenue, they can also bring in referrals, testimonials, and retention that equates to years of business. Acquiring a new client is huge, and in our opinion, worthy of offering a special in the form of price reductions, two for ones, or whatever is going to intrigue the listener and capture their attention.

Setting the appointment.

Once your caller has piqued your prospect’s interest, then they’ll attempt to schedule the appointment. As mentioned at the beginning, we typically go for the in-person appointment first, but sometimes either that option doesn’t work for you, or it may not work for your prospect. Therefore, the next option will be to schedule a phone appointment.

Your caller will schedule the appointment during normal business hours, M-F / 8am-5pm. It is our suggestion to leave your availability as open as possible. If we get too specific on available times for appointments, it could reduce your appointments and even your overall results. However, we understand that’s not always possible for our clients, so we’ll help you indicate your availability, whether it’s a simple addition to your script and extra notes we make internally for your caller or blocking off your calendar in your online SalesDouble CRM system.

What if they hesitate or say “No Thanks” to the appointment?

Remember, for any given week when we are calling on your behalf, you will see that we have found a basket of prospects who are at different places in the sales process. Some prospects are currently “happy” with the way things are but are open to getting a call or checking in down the road. When the time comes, you can compete for their business. Other prospects are in the stage of thinking about changing how they are doing things in the next few months but aren't in a hurry. We put them on email campaigns and schedule timed follow-ups, so we catch them when they are in the "buy" mode.

Sometimes, your prospect may hesitate even giving your caller an email address. We only have your marketing set up electronically, so sending information via direct mail is not a service we provide. In those cases, we'll evaluate the notes provided by your caller to determine how strong it is before we send it to you or remove it. In our experience, if they aren't willing to provide an email address (or fax if that's better), then they most likely aren't interested and they're simply trying to get your caller off the phone. If they've scheduled an appointment with you, then we'll be more inclined to go ahead and send the prospect through to you.

Qualifying questions.

Some industries require questions for the caller to ask to gather additional information. As an example, for the Insurance industry, the typical questions we ask are:

- How many employees do you have?
- Who is your current carrier?
- When is your current policy up for renewal?

Other industries may require more "qualifying questions", such as confirming the number of employees or computers, and if the answer is less than or more than a certain number, the caller will know that prospect doesn't qualify and will end the call and move on.

We're more than happy to add these questions to your script to ask your prospects and your caller will include the answers in the notes. However, it's important to remember these questions need to be black and white or yes or no type questions. Meaning we don't want to ask open ended questions that can pull your caller into a conversation they aren't trained to have.

For example, instead of asking, "What is frustrating you with your current process?", we can ask "Can you give me 3 pain points caused by your current process?" This way your caller isn't asking for an explanation, but rather a list of 3 points, that cause frustration for the prospect and gives you, the client, and idea of what would work better for them and you know what to bring to the table when you meet with or talk to them.

Remember, time is limited, and your caller is interrupting their day. So, asking 20 questions isn't recommended. We suggest asking no more than three to four questions, so as not to take up more of their time and irritate them.

Additional Information, Objections and Rebuttals.

Any additional information you can provide about your service that might help your caller is helpful. Additionally, if there are common objections you experience when trying to make a sale and you have a rebuttal that works, let us know so your caller can get you past that hump with the prospect.

Give us a call to speak to one of our Client Service Experts or get started with the program that fits your budget and goals.