

# SplashPlay Thoughts #9



## THE TELEPHONE SALES SCRIPT

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*You've Been Splashed!®*

## COLD CALLING and THE TELEPHONE SALES SCRIPT

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Neophyte or seasoned, selling is challenging for everyone. Especially Cold Calling. In response to numerous requests from SplashPlay's agents for insights and guidance and even a sales script, we are excited to bring to you the first in our **Successful Selling Series**. Today, **Cold Calling and The Telephone Sales Script**.

Certainly, there are many less threatening ways to generate sales leads. Yet, most organizations stick to the time-proven process of cold calling. Why? Because Cold Calling produces the best and most immediate results. Yes, email, direct mail and even social media are less threatening than Cold Calling. However, they also produce much lower response rates. Remember, in sales, the higher your initial response rate, the more sales you will make.

We regularly discuss selling with SplashPlay's agents. In one recent discussion we were asked to provide a great cold-calling script. So, in response to this request, in this installment of **SplashPlay Thoughts**, we're going to look at a truly great and proven Cold Calling script that guarantees results.

The structure of our script was created years ago and has proven effective from healthcare service companies to computer sales. Today, we have adapted it to SplashPlay's unique offering.

Here is the script (in **Red**) with explanations of each element:

**Hi, Rebecca. Karen here from SplashPlay.**

*It's important to identify yourself immediately. People are generally polite and are less likely to hang up on someone they know. So, introduce yourself.*

**Rebecca, did I catch you at an OK time?**

*When cold calling, always demonstrate that you respect your prospect's time. This question is intended to demonstrate your respect and ensure them that you understand your phone call is not the only thing on his or her plate for the day.*

*For many sales professionals, their initial concern about asking this question is the fear that they'll hear "Yes, I'm very busy!" CLICK. Rest assured, this is nothing to worry about. Regardless of your prospect's reply; YES, NO or NO, I HAVE A FREE MOMENT, your next statement makes their response entirely irrelevant.*

*At all costs, you must make the following statement before you hear your prospect's response to your question.*

**Rebecca, I know you're busy and wish to respect your time. I'll be brief.**

*By acknowledging that you're aware they're busy, this statement empowers you to continue regardless of how the prospect, Rebecca, initially responds. Always keep in mind, in sales, "delays" are deadly. As such, you want to avoid scheduling another time to call. Every sales professional knows this fact: "When you have a prospect on the phone...The time is now!" The last thing you want to do is hang up and attempt to catch him or her again.*

**Rebecca, the reason I'm calling is this...my company, SplashPlay, is introducing the most innovative way to enhance [ORGANIZATION'S NAME]'s marketing, expand your Social Media reach, engage new customers, and just as importantly, energize your existing audience. All at no cost to you. In fact, SplashPlay's unique model, called Gamification, produces positive cash flow. As you likely know, businesses and foundations, coast-to-coast, are striving to effectively expand their marketing into Social Media. As such, I believe it important to let you know about SplashPlay.**

*The purpose of this little speech is to succinctly share a compelling story and give your prospect reason to continue the conversation. Please note, so far you've said nothing about how the benefit of SplashPlay is achieved. At this point, the customer doesn't care about your specific product; the customer only wants to know what to expect if the conversation continues.*

**Now, you may be wondering if we can do this for you, too. I assure you, unless you're facebook or you have a printing press in the back-room printing twenties, SplashPlay can do the same for you.**

*This is intended to eliminate a potentially adversarial posture while lowering your prospect's resistance by bringing down his or her guard. By making this "humorous" statement, your prospect knows you're not trying to force something they don't need or desire down their throat.*

**Rebecca, with your permission, let's talk for five minutes to see how SplashPlay will benefit [ORGANIZATION'S NAME].**

*Here you're opening a dialogue by asking permission to continue with a brief preliminary*

conversation.

***Would you be comfortable spending just a few minutes with me on the phone now, if I promise to stick to the timetable?***

*This establishes a timeline, letting the prospect know that (1) you're taking accountability for the length of the call, (2) you respect their time, and (3) you won't try to keep him or her on the phone longer than agreed.*

*Once you have permission to continue, you no longer have a prospect on the phone. You now have a "Prospective Customer" engaged in a conversation. Now is the time to determine if SplashPlay is a good fit for them.*

***Rebecca, SplashPlay is doing exciting things in changing the face of marketing. Very simply, SplashPlay incorporates [ORGANIZATION'S NAME]'s brand with personalized custom trivia games. That's right, trivia games! In doing so, [ORGANIZATION'S NAME] enjoys a new and innovative way to deliver your sales messages, educational messages, offers, deals, and propositions while stimulating viral growth across Social Media. I assure you, through gamification [ORGANIZATION'S NAME]'s message will stream quickly across social media. Rebecca, there is simply nothing like SplashPlay.***

*Here we lay down the gauntlet. The tone of your voice must imply that "only a fool would turn away from this opportunity."*

***Rebecca, what do you think? Does supercharging your social media efforts and taking your marketing to a new level interest you? Especially a no cost? I'm certainly happy to speak with you for as long as you wish. Also, I would like to email you a link to a short YouTube video I believe you'll enjoy.***

*Your goal here is to advance this discussion to the next level by setting a face-to-face appointment or even inviting them to sign up today. You need to give your prospect the opportunity to engage further.*

### **Something to Remember: Your Intention is to Have a Conversation**

One final, important note to keep in mind. Under no circumstance **do not read a script**. Instead, practice the script as written. Make changes to match your style and interests. Then, **practice it from memory so that the words emerge naturally**, as if they just popped into your head.

This process of internalizing a script has been used by professional speakers and great stage actors forever. Every actor is taught to rehearse a script until the words become part of them. It is at this point that when they speak their lines, regardless of the hundreds of performances, or thousands of times the words have been uttered, each performance appears fresh and exciting.

Also, when asking a question as part of the conversation, **stop and listen to your prospect**. You're not on the phone to plow through a script like some pitchman at a carnival or in an infomercial. When you have a prospect on the phone, this moment in time is very special. It is all about having a genuine conversation while demonstrating respect for your prospect and enthusiasm for your product. It is not about getting the words out of your mouth as quickly as possible.

Good luck and good selling.

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