

SALES SCRIPTS that Sell



Can Be Customize for any Industry or Service

SALES SCRIPTS

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OVERVIEW OF THIS LOCAL ADVERTISING SALES SCRIPT (PART 1)

This comprehensive sale script is targeted to the business owner and includes themes and benefits such as:

- Reach a large and captive audience of potential buyers in your area
- Advertisers get exclusivity for their particular type of business
- Increase awareness of your company so that when consumers are ready to buy they think of the advertisement that they saw in our print advertisement
- Effectively communicate your message, know your audience and track your tactics to improve your marketing return on investment (ROI)
- Drive local traffic to your website through our unique and creative print advertising
- Maintain a competitive advantage in your market place
- Coupon advertising is a bullet-proof medium as consumers are constantly looking for ways to save money during these tough economic times
- A well-diversified marketing campaign is the key to bringing in new and repeat business
- According to research studies, advertising during down business cycles is a great opportunity to take market share from your competition

Remember: Work with our graphic design team to help you develop a clear and concise marketing message about their company's product and/or service, ask for referrals from current customers!

SECTION 1 – SALES OPENERS

Defining and Targeting Sales Prospects: We strongly encourage you to focus your sales efforts by targeting business owners (*and in some situations senior-level executives*) in your territory. **Business owners are decision-makers, more likely to have high-net worth, and are strategic referral opportunities** (i.e. once they become clients you now have the opportunity to be introduced to their accountant). Through our research, we have found that many **Advertising Sales Reps** do not target business owners, but rather misuse their time and focus their prospecting efforts on lower-level executives, managers, directors and prospects. You will always achieve the most sales success when starting at the **top of the executive chain**.

Script Tips: *A great way to find quality advertising leads in your local market is by being aware of these advertisements throughout the day. Look for companies advertising on buses, billboards, on the radio, other competing coupon publications (i.e. direct mailers), in the newspaper (along with the banners, buttons and links that you see on their online website) and commercials that you see on television.*

Script Tips: *It may take multiple attempts to reach the business owner so don't expect to close the sale on the first attempt!*

IMPORTANT NOTICE – Read Me First!

*(This script focuses on contacting successful **business owners** at their place of work **versus** calling a **prospect at their home residence**. It's much easier to engage or inspire your prospect's curiosity when they're at work as compared to the privacy of their own home. While calling can be perceived by many as an "intrusive call," the workplace, without a doubt, is much more of a conducive setting or environment to immediately reach prospects, reduce their resistance, set sales appointments and close even more sales!)*

Script Tips: *Another reason why it's best to contact "the workplace" versus "home" is because of the availability of **email addresses on the internet**. It's easier to find business emails rather than personal emails.*

In our research, we have also uncovered that many **Advertising Sales Reps** do not have a name of a business owner (*or Senior-Level Executive*) before they pick up the telephone. So rather than asking for the name of the business owner on your initial and follow-up calls, we do recommend that you know the name of the business owner prior to contacting your sales prospect. This is absolutely necessary to increase call to contact ratios which in turn will increase your sales closing ratios. Once again, the most productive results will always come when you start at the top of the executive chain and then work your way downward.

Script Tips: *The other reason it's best to contact business owners are because these leads are **ABSOLUTELY FREE! It's public information!** Keep reading to learn more about how you can find the names of business owners without paying a dime.*

To get ideas on ways to find **business owners** (*or senior-level executive*) you can utilize your local government's website (i.e. Do an online search for your corresponding Secretary of State – Division of Corporation's website) to locate the names of these business owners. Each state has a Division of Corporation's website that details who owns the business. These documents are usually free to the public to search.

Tone of Your Voice and the Power of the Pause: Always convey enthusiasm and confidence over the telephone when speaking with your sales prospects. Try to make it an exciting experience to speak with you! Smile when you begin speaking them. This is true not only throughout your conversation with your prospect, but especially true upon your initial contact with them. If you're not excited (*about your product or service*) then how can you possibly expect your prospect to be? And finally, always remember the **POWER OF THE PAUSE!** Pausing lets your prospect know that you're really listening to them. Active pausing increases your trust and credibility with your prospect so that you create an aura of communication exchange that is based more on consultative selling versus just pushing a product or service.

Script Tips: *As you contact **Business Owners in specific industries** let them know that you specialize in their industry. You need to let them know that you are part of their world and that you can help with their lead generation efforts. Furthermore, let these business owners know that they will get exclusive positioning (in the coupon publication) rights for their particular type of business. (Note: **The publication may not offer exclusivity so check with publication owners before offering this.** This means that only one type of business is allowed to advertise in the area they're targeting.*

The Art of Effective Persuasion Building: To be a successful in selling **Advertising and Marketing Services** you need to be persuasive. There are three pillars called **Ethos, Logos and Pathos** that date back to Greek Philosopher Aristotle that are needed to be persuasive.

The Ultimate Goal of each sales opener is to create enough interest with your prospect to schedule an in-person visit (*or drop off of or send them the information*) to their office. It's better to say the word "visit" or to use the words "drop off or send them information" rather than using the word "meeting." Often the word "meeting" is perceived by the prospect as "taking up my time" and the word "visit" or the use of the words "drop off or send off information" are perceived as being less intrusive by the prospect in regard to their time. **If you do most of your business by telephone and do not set in person visits, then your initial goal may be to set up a follow up conversation.** Always remember that your prospect is not expecting your telephone call so it's really important for you to create an instant connection between your company and why your prospect should take your call. As you read each opener there will always be a specific reason why you're calling, and this will help your prospect to immediately understand why you are calling and further explain the purpose of your telephone call.

Script Tips: As explained earlier, one of the biggest mistakes that many **salespeople** make occur on their initial sales contact with their prospect. Many reps either have an incorrect name of the **business owner and/or senior-level executive** or they don't even have a contact name. A common opening line might be: "I'd like to speak with the business owner?" As a result of not knowing the correct contact name they end up further delaying a conversation with their sales prospect. This means they end up being transferred to a general voice mail box, perceived as "just another salesperson" **OR** the receptionist takes a message and you never receive a callback (*your message gets left on a notepad somewhere on the front desk and lost forever*).

You need to make your first contact count and always have the name of your contact before you begin dialing for dollars. Before speaking with your prospect it's best to do some research on your prospect and one of the very first steps you should take is to open their website. **Review their management profile section, about us section, recent news stories (or press releases), product and service demos and incorporate these "golden nuggets" of information into your telephone conversation (or in-person meeting).** By doing research and incorporating what you have learned into your sales call you will without a doubt enhance your credibility (*and your confidence*). Your prospect will begin to view you as a "trusted consultant," rather than just

another “typical salesperson” who commonly pushes a product or service immediately into the sales equation.

“How can you possibly take genuine interest in a potential new client if you’re making anywhere from 50 to 100 cold calls a day? It’s just not possible.”

Number of Calls: We recommend that you make anywhere from 10 to 25 well-researched and strategic cold calls each day (*There is cold call myth that the more calls made will always result in greater sales. While this notion might be true to a certain extent, there’s nothing more powerful than a well-researched cold call – quality drives systematic success and quantity drives sporadic success*). This means that you need to really do your homework prior to each telephone call. Once again, review your prospect’s website, know your product/service, know your competition and understand how your product/service can help your prospect improve their quality of life. Focus primarily on consultative selling and less on what’s in it for you. And finally, always remember that you need to document each call made in your contact management system (*i.e. ACT! Or Salesforce.com*) and continuously follow up with each contact over a period of time to ultimately win that sale!

Here are a few example questions that you may want to think about as you **approach each conversation with your prospect:**

- How can you help your prospect strategically position their product and/or service to local consumers?
- How you can help your prospects reach a very defined and targeted audience (Insert the number of households you reach here)?
- How can you help business owners to drive local “foot traffic” into their store?
- What can your publication do to increase awareness of your prospect’s company so that when consumers are ready to buy they think of the advertisement they saw in your print publication?
- How can you help your prospect reach a large and captive audience of potential buyers in your area?
- How can you effectively communicate your prospect’s message to their target market?
- How can you help your prospect improve their return on marketing investment (ROI)?
- How can you help your prospect take additional market share in their local market?

Script Tips: *As you speak with your prospect it’s important to know that you will need to invest both the time and energy into each conversation because calling is not about making a sale on the first, fifth or tenth call. Successful calling is a process that develops into sales over a period of time.*

To really **build your book of business** you need to clearly understand that the sales process is a numbers game as well. Closing sales is about understanding your call, contact, appointment and closing ratios. You will most likely not close a sale on your initial contact and a future sale may take five, six, seven, eight, nine or more consistent follow-up calls. You need to understand the importance of this subject or all you’re really doing is setting yourself up for the wrong outcome. The importance of this topic is even greater once you have selectively hand-picked your target list of targeted business owners and senior-level executives. And as a result of your new understanding of sales ratios, you will begin to develop superior sense of patience which in turn will always equate to unprecedented sales success.

Script Tips: Don’t expect to make these openers work on the first attempt. It will take a lot of practice and you may have to tweak certain parts of these openers (and portions of this entire

Local Advertising Sale Script) to really make them your own. Remember that great marketers test and keep testing so this means that you need to think like a great marketer as you approach each and every call and conversation with your prospect.

Sales Opener #1

Movie Star Sales Opener: *Use this sales opener when contacting business owners who were recently featured in an industry related article and/or local business newspaper (our preferred medium as your publication is local). These articles can be found reading either an online and/or offline medium. Use your prospect's "newfound fame" as an opportunity to introduce your print publication's unique and creative way to reach over (Insert the number of eyeballs you reach here) consumers in your local area. By advertising in your publication your prospect can effectively communicate their message to a guaranteed and captive audience of potential buyers.* As a reminder, this opener will help you to strategically source your cold call so that your prospect can quickly understand how you located their name. And because this opener is very unique, novel and creative it will act as a catalyst to create initial interest as to the reason why you are contacting them.

Where do you find these high-net worth business owners? *Look in your local business newspaper (or business journal) to see if they have a section that lists executives who have recently joined a new company. Other strategies would include looking through industry related publications (online or offline) or doing an internet search on new distribution websites such as www.businesswire.com or www.prnewswire.com*

Script Tips: *Research studies show that advertisers tend to cut their advertising budgets during down economic times, however, these "down times" are seen as opportunities by "smart marketers" who understand how people buy and these marketers fully capitalize on these cycles to really build their brand and competitive advantage.*

*Your number one goal is to create enough interest to engage your prospect about **the strategic marketing advantages of your unique and creative print publication**. Get them interested in your product/service and then ask additional questions (scroll down as this topic of "**Engaging Questions**" will be discussed in greater detail later into this cold call script) to get them talking about **what they are actively doing RIGHT NOW to spread the word out about their company's product and/or service. Furthermore, help them imagine what it would be like to double or triple their daily foot or website traffic. And finally, focus always on how you can help them communicate their message to a guaranteed number of consumers which will help them improve their marketing return on investment (ROI).***

Script Tips: *Prior to picking up the telephone review your prospect's website and do some research. In addition to research, one of the most important factors in creating prospect interest is to be **upbeat and enthusiastic on the telephone (or in person)**. If you're not excited, then how can you possibly expect your prospect to be?*

Also, in the back of your mind always remember that your prospect's non-interest is never set in stone. People change their minds all the time and that's why it's so important to consistently follow-up with your prospect.

"Time always changes our perspective of life."

Start of Sales Opener #1

THIS IS VERY IMPORTANT! Remember to do your research prior to contacting each prospect. This means checking out their website (*sometimes business owners have images of coupons or advertisements from competing coupon publications that you can use in reference when speaking with them*), learning about what they do, who their competition might be in the area and the name of the business owner(s).

→ (Insert the first name of your sales prospect here), this is (Insert your full name here) with (Insert the name of your company here) and we just wanted to congratulate you! **PAUSE**. We saw your name **STAND OUT** (or you could use the word “mentioned” instead of standing out) in the most recent edition of (Insert the name of the local offline or online industry publication here).

(PAUSE to hear how they respond. If you conveyed a sense of confidence and enthusiasm over the telephone, then 95% of the time you will have a positive and/or curious response from your prospect. For the small percentage of time in which this opener doesn't receive the desired response that you had expected (meaning they respond more negative manner) then immediately take control of the situation and state the exact reason for your telephone call.)

→(Insert the name of your prospect here), the reason for my call today is that I was checking out your website (*if you saw or heard their advertisement then also mention this reference with them as well*) and thought you might be interested to learn more about how we can help (Insert the name of your prospect's company here) drive an endless amount of both foot and website traffic? **PAUSE**. We have the capacity to get your company name and message in front of (Insert an audience number here) local consumers on a (Insert a time period here such as monthly) basis in a very creative and unique way. How does your schedule look during the week of (Insert a day, date and time here) to visit your office? (Or if you're in a remote location, you can always set up a conference call) **PAUSE**.

*Below are 10 potential **BENEFITS** as to why business owners need to really consider your print advertisement and lead generation program. In your conversations, try to incorporate any one of these benefits:*

- Reach a large and captive audience (Insert the number of households that you reach here) of potential buyers in your area
- Advertisers get exclusivity for their particular type of business
- Increase awareness of your company so that when consumers are ready to buy they think of the advertisement that they saw in our print advertisement
- Effectively communicate your message, know your audience and track your tactics to improve your marketing return on investment (ROI)
- Drive local traffic to your website through our unique and creative print advertising
- Maintain a competitive advantage in your market place
- Coupon advertising is a bullet-proof medium as consumers are constantly looking for ways to save money during these tough economic times
- A well-diversified marketing campaign is the key to bringing in new and repeat business
- According to research studies, advertising during down business cycles is a great opportunity to take market share from your competition
- Work with our graphic design team to help you develop a clear and concise marketing message about your company's product and/or service

When you do encounter resistance (in the form of sales objections) from your prospect then refer to the section below on **Handling Sales Objections**. And finally, always make sure that you set a specific day, date and time and then follow up with an email confirmation after your call and then a friendly reminder email one day before your set an appointment (either an in person or telephone appointment).

Sales Opener #2

In Your Neighborhood Sales Opener: This opener is designed to warm up your cold call (*helps to source how you got your prospect's name*) by highlighting the proximity of where you are to their office. Proximity is a great ice-breaker and helps to build trust and credibility. Use this sales opener as an opportunity **to introduce your company's unique advertising medium to local business prospects. Let these prospects know that you can help them to increase their brand recognition that will ultimately translate into new and repeat business.** *This opener will help you to strategically source your cold call so that your prospect can quickly understand how you located their name. And because this opener is very unique, novel and creative it will act as a catalyst to create initial interest as to the reason why you are contacting them.*

IMPORTANT BENEFITS REMINDER ALERT: *In your conversations with your prospect always incorporate any one of these 10 benefits listed on page seven of this calling script.*

What recommendations do you have for getting started? Visit local buildings in your area within a 1 to 5-mile radius. Write down both the name of the business and the property address on a notepad. When you get back to your office type the address of the building into your state's Property Appraiser's website to find out who owns the building. Sometimes you may see the property owner as an individual; however, you will most likely see the property owner as either a corporation or an LLC. To find out who owns this corporation or LLC then search your state's Secretary of State – Division of Corporations website to find out the name of the business owner(s). After comparing both the Property Appraiser's website with your state's Division of Corporation's website you will be able to determine if the business actually owns their office space.

Script Tips: *Remember to ALWAYS be upbeat and enthusiastic on the telephone. If you're not excited, then how can you expect your prospect to be? Your attitude is the #1 factor in your overall success in life.*

Also, think about if the roles were reversed, what would the salesperson have to say to create interest for you to take the call? If you put yourself in your prospect's shoes, then you will yield much greater results!

Keep in mind that you may initially experience some initial resistance so focus your sales prospecting efforts on just planting seeds of information.

Script Tips: *Try to find statistics in your industry that you can incorporate into your calls. Do an internet search to find relevant statistical topics that can add credibility to your conversations.*

Once again, when you do set up an office visit ALWAYS remember to set a specific day, date and time and follow-up with an email confirmation. One day prior, find the original email that you had sent and forward this email to your prospect with a friendly note to remind them of your office visit

"calling is not about "Selling them" or the ideology that you will only be successful if you make 100 calls in a day. Calling is about planting seeds of memorable information with your prospects. It's about finding solutions and not pushing a product or service. It's about having engaging conversations with your prospect. Calling is about opening new doors of opportunity that others may not come anywhere close to in a lifetime. It's a strategic way to let your prospects know that there are other options available to them than just XYZ Company." -

Prior to contacting each business owner always review their website. This newfound information will help you to incorporate what you have learned into your dialogue with your prospect.

Start of Sales Opener #2

→ (Insert the first name of your sales prospect here), **this will be the most important call that you take today! PAUSE.**

*For those that have not used this opening line it may seem a bit out of place. It does work and it's a great way to make your call memorable. Be excited and get excited and add some confidence to your pitch and now you have an opener for success. If you just, try to have fun on the phone then this opening line will come naturally. If your prospect doesn't seem to respond, then quickly go into the reason for your call. Always remember that your positive attitude has an effect on your prospects and how they do business with you. There is nothing more powerful than an upbeat positive attitude – it can literally turn a prospect's day around if their having a bad day. **(If you feel uncomfortable with the above opening line in the bold then just proceed with following the opening line below)***

→This is (Insert your full name here) with (Insert the name of your company here) and I just wanted to point out that we're neighbors of yours—just down the street. **PAUSE.**

→We work with local companies to get the word out about their company's products and services and we have the ability to reach (Insert a number here) consumers on a (Insert a time period here such as monthly) basis in your area. We are very interested in your business and we'd like the opportunity to show you how we can help (Insert the name of your prospect's company here) significantly increase both new and repeat business. **PAUSE.** How does your schedule look during the week of (Insert a day, date and time here) to visit your office to discuss your marketing efforts for (Insert a year here)? (Or if you're in a remote location, you can always set up a conference call) **PAUSE.**

*When you do encounter resistance (in the form of sales objections) from your prospect then refer to the section below on **Handling Sales Objections.***

Make sure that respond to your prospect with a nice big smile.

"Nothing great was ever achieved without enthusiasm."
- Ralph Waldo Emerson

Always make sure that you set a specific day, date and time and then follow up with an email confirmation after your call and then a friendly reminder email one day before your set appointment

Sales Opener #3

FREE Second Opinion Sales Opener: This opener promotes the idea of getting a “second opinion” on the business owner’s **Local Marketing and Advertising Strategy**.

Script Tips: *It’s always important to remember the notion that no decision is ever set in stone. All it takes is one bad customer experience to encourage your prospect to look around for another vendor.*

IMPORTANT BENEFITS REMINDER ALERT: *In your conversations with your prospect always incorporate any one of these **10 benefits** listed on page seven of this calling script.*

Remember to be upbeat and enthusiastic on the telephone.

Start of Sales Opener #3

→(Insert the first name of your sales prospect here), this is (Insert your full name here) with (Insert the name of your company here) and we specialize in getting local (Insert the type of business category here such as restaurants or spas) in front of (Insert a number here) households (or consumers) on a (Insert a time period here such as monthly) basis in a very unique and creative way. The reason for my call today is that we are interested in your business and would like to offer (Insert the name of your prospect’s company here) a **FREE SECOND OPINION** on your local marketing and advertising strategy? **PAUSE**.

*When you do encounter resistance (in the form of sales objections) from your prospect then refer to the section below on **Handling Sales Objections**.*

→How does your schedule look during the week of (Insert a day, date and time here) to visit your office to discuss your how we can help to improve your marketing and advertising return on investment (ROI)? (Or if you’re in a remote location, you can always set up a conference call) **PAUSE**.

Always make sure that you set a specific day, date and time and then follow up with an email confirmation after your call and then a friendly reminder email one day before your set appointment

Sales Opener #4

Advertisement Sales Opener: This opener is used when you come across advertisements in your territory such as billboards, newspaper ads, direct mailers, coupon books, online ads, bus advertisements (*and bus stop advertisements*), television and radio spots. Before you call these business owners make sure that they have an online website. **Use this sales opener inform business owners know that you offer a very unique and creative way to get in front of a guaranteed (the guarantee here is referring to your reach only and not response rates) and local audience of more than (Insert a number) consumers (or households). Let these owners know that unlike other mediums each advertiser in your publication gets exclusivity for their**

particular type of business. (Note: The publication may not offer exclusivity so check with publication owners before offering this.)

This opener will help you to strategically source your cold call so that your prospect can quickly understand how you located their name. And because this opener is very unique, novel and creative it will act as a catalyst to create initial interest as to the reason why you are contacting them.

What recommendations do you have for getting started? Every day as you sit down at your desk write down the names of advertisements that you come across for the day and keep a running list of company advertisements. **REMEMBER** that advertisers (*i.e. business owners*) like to know that they're advertising is actually working, and your telephone call reinforces that!

IMPORTANT BENEFITS REMINDER ALERT: *In your conversations with your prospect always incorporate any one of these 10 benefits listed on page seven of this calling script.*

*Prior to picking up the telephone review your prospect's website and do some research. Remember to **ALWAYS** be upbeat and enthusiastic on the telephone. If you're not excited, then how can you expect your prospect to be?*

If your prospect doesn't immediately take interest right away – Don't give up and keep calling them. Consistent follow-up over a period of time is your key to cold call success. In time, your prospect will respect your persistence and will consider and do business with you!

"In essence, if we want to direct our lives, we must take control of our consistent actions. It's not what we do once in a while that shapes our lives, but what we do consistently." -Anthony Robbins

Start of Sales Opener #4

→ (Insert the first name of your sales prospect here), this is (Insert your full name here) from (Insert the name of your company here) and we see your advertisements **EVERYWHERE!** You guys are like branding machines! **PAUSE.**

This will only work if you are energetic, confident and enthusiastic on the telephone. In addition, what business owner doesn't want to know that they're advertising is working?

Make sure that respond to your prospect with a nice big smile.

→Our company specializes in getting local (Insert the type of business category here such as restaurants or spas) in front of (Insert a number here) households (or consumers) on a (Insert a time period here such as monthly) basis in a very unique and creative way. We saw your advertising (Insert the name of the medium here) and thought you might be open to hearing more about what we have to offer to magnify your message? **PAUSE.**

→How does your schedule look during the week of (Insert a day, date and time here) to visit your office to discuss your how we can help to improve your marketing and advertising return on investment (ROI)? (Or if you're in a remote location, you can always set up a conference call) **PAUSE.**

When you do encounter resistance (in the form of sales objections) from your prospect then refer to the section below on **Handling Sales Objections**.

Always make sure that you set a specific day, date and time and then follow up with an email confirmation after your call and then a friendly reminder email one day before your set appointment

Sales Opener #5

Lunch and Learn Seminar Sales Opener: Use this sales opener when contacting business owners to introduce your company and to let them know that you're offering a **FREE Lunch Seminar called "Learn How to Generate Tons of Local Traffic for your Business that will Spike both Your New and Repeat Sales 10 Times Over!"** Let them know what type of food will be served (try to offer a selection of food when possible) where the location will be and that it's also a great networking opportunity to meet other prominent business owners in their community. If they are interested ask for their email address and send them an invite both through email and the physical mail. This seminar will be used to open the door to the benefits of your unique and creative print advertising services. **(Note: You can incorporate some of this through a virtual setup online and pay for their lunch like an online seminar.)**

Where do you find these business owners and senior-level executives? Focus on the top companies within a 5-mile radius of your seminar location. Locate top prospects in your area.

KEY POINT: FREE events usually attract less than 50% of the total invited guests. Make sure that you send a reminder email a few days prior. You can also make a friendly follow up phone call or send an event reminder via physical mail.

Start of Sales Opener #5

Remember to be upbeat and enthusiastic on the telephone.

→ (Insert the first name of your prospect here), I think you will find this call of great interest. **PAUSE.** This is (Insert your full name here) with (Insert the name of your company here) and we work with business owners in (Insert the county and/or city here) to generate tons of targeted local foot and internet traffic to your website. **PAUSE.**

*If done with complete confidence and enthusiasm your prospect will respond with great curiosity and will most respond in a positive way. If they do respond favorably then continue with this sales opener, however, if you do encounter resistance (in the form of sales objections) from your prospect then refer to the section below on **Handling Sales Objections**.*

→We're hosting an event at the (Insert the location here) and the topic is called: **"Learn How to Generate Tons of Local Traffic for your Business that will Spike both Your New and Repeat Sales 10 Times Over!"**

(If the business owner sounds really excited about the seminar then offer a FREE PASS for a fellow business owner to join them.)

→ (Insert the type of food choices here) will be served and this will be a great networking opportunity for your business as well – there will be other prominent business owners there as well. **PAUSE** What is the best email address to use to send you an invitation?

Once again, make sure that you send a reminder email a few days prior. You can also make a friendly follow up phone call or send an event reminder via physical mail.

Sales Opener #6

Referral Sales Opener: Use this opener when contacting existing clients to ask them for introductions or referrals. You can go so far as to ask for the name of their CPA or accountant as they are great referral sources for your book of business.

When it comes to closing new business, referrals are your most effective method. Why would a client give you a referral? It's all about outstanding customer service. If your client feels like you have taken care of them 110% then they will have no problem giving you a few names of people that they know who can possibly use your product or service.

Start of Sales Opener #6

Remember to be upbeat and enthusiastic on the telephone.

→ (Insert the first name of your client here), this is (Insert your full name here) calling from (Insert your company name here) and we wanted to follow-up with you to see how things are going with our (Insert the name of your product and/or service here)? **PAUSE.**

(If their response is positive then try to ask if you can introduce yourself to a strategic contact in their business network. For example, you can ask if you can introduce yourself to their accountant or perhaps they can introduce you to another local business owner.)

→ It sounds like you're happy with our (Insert the name of your product here) and we very much appreciate your business, would it be ok if I contact (Insert the name of the strategic contact) and introduce myself?

*If they respond a bit evasive then you could say the following: Or, I could email you an introduction and you could then cc me in the email to them? **PAUSE.***

SECTION 2 – ENGAGING SALES QUESTIONS

Purpose of each Engaging Sales Question: These questions are designed to create additional interest and engage your prospect to think more about their **overall local advertising and marketing strategy.**

Script Tips: Don't just listen to your prospect, but **really listen** to them and let them know that you're taking a genuine interest in them and trying to help them (and remember to always pause after each question). You can do this by strategically repeating in summary bits and pieces of their conversation into the questions that you ask them. Also, remember **how you ask a question** is just as important as what you ask!

These engaging questions included below are possible questions that you could ask when speaking with your prospect by telephone or when sitting with them in-person:

Engaging Sales Questions 1 to 30:

*Selectively incorporate these engaging questions when speaking with a business owner to **learn about their company, product and services and marketing strategy.***

1. Tell me more about your company?
2. How did you get started?
3. I'd like to hear more about (Insert the products and/or services they sell here)?
4. Can you tell me more about your customers?
5. Tell me more about the customers that buy from you?
6. How often do they buy from you (i.e. the frequency of their purchases)?
7. What is your average ticket price?
8. How many customers do you have?
9. Tell me more about the cities that you target?
10. Which cities have the most concentration of customers?
11. What is a new customer worth to you?
12. How did you come up with that value?
13. How do you measure your Return on Investment (ROI) from your advertising efforts?
14. Where do you advertise?
15. How did you choose those mediums?
16. How much of your advertising is done online?
17. What type of advertising is resulting in the most sales (or business) and why?
18. How do you track your advertising efforts?
19. How many site visitors do you have?
20. How many of these are unique visitors?
21. How many pages do you have on your site?
22. Which sites do you advertise on?
23. How do you track them?
24. What type of advertising has been the least effective in yielding sales results and why?
25. How many repeat customers do you get?
26. How many times do customers either call you or visit your site before they buy?
27. What kind of advertising does your competition do?
28. How much traffic do you get as compared to your next closest competitor?
29. How much is your overall advertising budget each month?
30. How much is allocated to each medium?

Engaging Sales Questions 31 and 32

Use these engaging questions when contacting your existing clientele to get referrals.

31. (Insert the first name of your client), we greatly both value and appreciate your business, can you think of another business owner who might benefit from our advertising program?
32. Would you be ok if I introduced myself to your accountant?

SECTION 3 – SALES REBUTTALS TO MATCHING SALES OBJECTIONS

Sales Rebuttals: These rebuttals are designed to create additional interest and engage your prospect to think more about their business and how your company might be able to help them become more efficient. **One of the most effective ways to create additional interest is by responding to your prospect's objection with a question.** When you take this approach, it

helps to create additional dialogue with your prospect so that you really engage them. And when you engage your prospects then you begin to create a conversation based more on needs rather than pushing a product or service.

Always remember how effective the **POWER OF THE PAUSE** can be as you handle and overcome sales objections!

Script Tips: As you speak with prospects, it's important to understand that not everyone thinks the way that you think. We all perceive the world from a different set of eyes. If you're conscious of that type of thought process, then your conversations with your prospect will come across as more consultative than just another salesperson. Also, a lot of objections happen because you are not speaking with the decision-maker. In this case, you need to be speaking with the business owner. Everyone else is really just a waste of your time.

Prospect Objection: *"We already have all that covered"*

Prospect Objection: *"We have no interest!"*

Prospect Objection: *"We have no problems, everything is OK"*

Sales Rebuttal: *"(First name of prospect), 'I've spoken with many prospects who said exactly what you just said and then when we meet I often hear them say, 'I didn't realize the extent of your local reach and the minimum return on investment—I wish I would have known about this advertising medium sooner as a way to really drive traffic.' PAUSE. These prospects are now loyal customers of (Insert the name of your company here). Would you be open to having us provide you with a written proposal and we can compare what you're doing now with what more you could be doing with us? PAUSE.*

Prospect Objection: *"We've already spent all of our ad dollars."*

Sales Rebuttal: *"What's working well, what's beating your expectations and what is really not working at all?" (If you find that that they're missing print advertising in their advertising mix then mention the importance of diversification. Let them know that great marketers refrain from putting all their marketing efforts into one medium and the idea of not putting all your eggs into one basket is a great rule to live by.*

PROSPECT OBJECTION TIP: *"Our ad agency handles our advertising" or "Our ad budgets are done annually so we won't be reviewing options till next year."* With these types of objections, you really need to have an interesting idea to bring to the table. You need to focus on the unique aspect of your print advertising to catch the attention of your audience. Focus on the creativity of your print advertising to communicate your prospect's message to a defined and targeted audience. If your prospect sounds interested, then ask for a meeting or when applicable ask for a specific contact at the agency that you can call to discuss your unique advertising medium (use the business owner's name in reference as well).

Prospect Objection: *"We already use (Insert a type of advertising here)?"*

Sales Rebuttal: *"What kind of response are you getting and is it exceeding your expectations?" (Always encourage your prospects to diversify their marketing efforts by incorporating different types of advertising mediums).*

Prospect Objection: *"We don't do coupon advertising."*

Sales Rebuttal: *"Our economy right now is a bit unstable, but one industry that has remained bullet-proof is the coupon industry. (Insert the first name of your prospect here), as you know,*

consumers are constantly looking for ways to save money and coupons are the answer. Is there a specific reason why you said this or?”

Prospect Objection: *“We looked at that before and it’s not for us.”*

Sales Rebuttal: “When you say that you looked at this before, which part of what I said? And why did you feel it was not for you? What brought you to that conclusion?” What kind of **ROI** are you looking for? What has been the most **effective advertising** for (Insert the name of your prospect’s company here)?”

PROSPECT OBJECTION TIP: *“A family member handles that and that’s all they do.”* Your response really depends on who you’re speaking with, are you speaking with the business owner or someone lower? If you’re speaking with the business owner, I would not “push” the conversation too far and I would say, “Is there anything that I have said during the course of our conversation that really makes sense to you where I could possibly follow up with you at a future date?” If you’re speaking with someone lower than the business owner, then I would politely thank them for their time and contact the business owner on your next call. Maybe the family member is leaving the company? Maybe the family member is moving out of the area in six months? These questions will only be answered when you contact the business owner directly.

PROSPECT OBJECTION TIP: *“A prospect just hung up on me?”* My first question would be the following: “Who hung up on you?” Was it the business owner? If it was someone else, then keep trying. If it was the business owner, then just move on. There are just too many good prospects out there for you to be wasting your time with this prospect. If you really wanted to (and I’ve done this personally in the past) you could call this prospect back one year later and make a joke out of it and mention on the call that they hung up on you (a year earlier) and you hope that they respect your persistence. I guarantee that they will listen to you and not hang up on you. If anything, you will gain respect.

Prospect Objection: *“I have a **web designer** that handles all of that ad stuff.”* **Sales**

Rebuttal: “When was the last time that you had a review of your local advertising strategy?”

Sales Rebuttal: “What kind of return on your investment are they getting (Insert the name of your prospect’s company here)? How are the result measured?”

Prospect Objection: *“We’ve been doing things this way for 25 years without any problems.”*

Prospect Objection: *“Not right for our company.”*

Prospect Objection: *“We like things the way they are.”*

Sales Rebuttal: *(Targeted to the first objection)* “At this point in time, all we would like to do is just have a conversation with you and your team about what we can specifically do to help you generate more customers. Can you see a downside to this?”

Sales Rebuttal: *(Targeted to the second objection)* “When you say it’s not right for your company what do you mean? How is it not right?”

Sales Rebuttal: *(Targeted to the third objection)* “What’s been the most effective advertising method for generating a flow of traffic to your site? Are you open to a few innovative ideas that can double or possibly triple your inflow of site visitors?”

Prospect Objection: *“We’re cutting back on our advertisers” or “Business has slowed down, maybe when things pick up.”*

Sales Rebuttal: “I know that you had mentioned that “times our tough” and that you need to preserve cash flow, but according to many research studies, companies who pull back on marketing budgets now are making a huge mistake and that advertising during these tough times is the best time to increase ad budgets and take additional market share, how has your company responded to these “tough economic times?” *(You could also mention that you’ve seen local*

competitive advertisements. The reason for making this point is that their competitors are advertising, so their competitors see a benefit in spending money during these tough times.)

PROSPECT OBJECTION TIP: *“We don’t need anyone!”* or *“We have enough business.”* If I heard this I would first question the source? From the business owner or? If it’s from the business owner just move on, once again, there are just too many good prospects out there for you to contact. If it was someone below then you need to reach the business owner directly. Remember business owners are always concerned about sales and numbers so if a new idea is presented that could possibly bring them more business then why wouldn’t they want to speak with you?

Prospect Objection: *“We’re not interested! Take us off your call list.”* Once again, I would question the source? If the business responds with this objection, then I would just move on to your next prospect. However, if the business owner just says, *“We’re not interested!”* Then I would respond with the following:

Sales Rebuttal: *“(First name of prospect), I have many clients in (Insert the name of their industry here) industry and the biggest benefit they find in using our **lead generation service** is (Insert one compelling benefit that was mentioned previously in this script that your prospect may find of interest).”*

Prospect Objection: *“We can’t afford you’re your services!”* or *“You’re way too expensive.”*

Sales Rebuttal: *“Tell me how you got there? Why do you think that you can’t afford us? What is a new customer worth to you?”*

Prospect Objection: *“Too much time to gather the data for a proposal.”*

Prospect Objection: *“I have no time to meet (or talk).”*

Sales Rebuttal: *“(Insert the first name of your prospect here), it sounds like it’s really not a good time to speak, I’ve actually heard this response from other business owners, who by the way are now clients of (Insert the name of your company here), and later find out that they have generated a continuous flow of quality targeted traffic.” Are you looking for business in these tough economic times? What are your immediate thoughts now?”*

Prospect Objection: *“Send me something in the mail.”*

Sales Rebuttal: *“(Insert the name of your company here), I don’t mind sending you something, but what in particular can I send?” If your prospect sounds genuine then go ahead and send them something, but in return you need a commitment. Ask your prospect for a specific day and time that you can “drop by their office” or follow-up with a telephone call to go over?” If they agree then I would proceed with sending out the information they requested. I would also include a handwritten note with your package as well.*

PROSPECT OBJECTION TIP: *“Talk to someone else.”* Sounds like you’re not speaking with the business owner. You need to reach the business owner.”

Prospect Objection: *“I’m not interested!”*

Sales Rebuttal: *“For peace of mind, it never hurts to have a second set of eyes. When was the last time that you had a review of your strategy to generate new business?”*

Sales Rebuttal: *“(Insert the name of your prospect here), do you feel that your local advertising costs are fair?”*

Prospect Objection: *“I have to think it over.”*

Sales Rebuttal: *“What are you really thinking?”*

Sales Rebuttal: “Which part of what we have discussed are you most considering?” **Sales Rebuttal:** “What do you think might be holding you back?”

Prospect Objection: “*This is way too risky!*”

Sales Rebuttal: “Which part of what we spoke about today are you most uncomfortable with?”

Prospect Objection: “*I’ll speak it over with my wife.*”

Sales Rebuttal: “I completely respect the fact that you’re first going to discuss this with your wife. Let’s just say it was just you in the picture, would you invest in this? What are your immediate thoughts?”

Prospect Objection: “*Call me back later!*” or “*I’m busy, ok?*”

Sales Rebuttal: “I can call you back. May I at least tell you the reason for my call and if it makes sense to speak again then we can schedule a follow-up call today at (Insert time) or (Insert another day, date and time here)?”

Prospect Objection: “*I don’t do business over the phone.*”

Sales Rebuttal: “I completely agree, it’s much better to speak in-person. How does your schedule look this week or next to visit your office? **PAUSE.** We can review and compare what you’re doing now with what we could be doing to help you generate quality and targeted traffic to (Insert the name of your prospect’s website here)?”

Prospect Objection: “*I had a very bad experience with another company.*”

Sales Rebuttal: “What do you think they may have done wrong?”

Prospect Objection: “*Not really doing much with my site lately, lost interest!*”

Sales Rebuttal: “(Insert the name of your prospect here), why do you think you may have lost interest and what would create more interest for you here, tell me about the customers that buy from you now?”

SECTION 4 – CLOSING SALES QUESTIONS

Closing Questions: The goal of these questions can be used to set an in-person appointment, a telephone appointment, to send a demo or more product/service information, to follow-up on a proposal and/or information emailed and/or mailed, and finally, to close a sale.

Script Tips: Remember to always sound enthusiastic over the telephone, always send a handwritten thank you letters to interested prospects and remember the **POWER OF THE PAUSE!**

*As you use these **CLOSING QUESTIONS** below think about these **10** potential **BENEFITS** that were mentioned earlier in this script and incorporate these benefits into your conversations with business owners. These benefits will help them understand why they need to fully consider your internet marketing mix of tools and services to grow their business:*

- Reach a large and captive audience of potential buyers in your area
- Advertisers get exclusivity for their particular type of business
- Increase awareness of your company so that when consumers are ready to buy they think of the advertisement that they saw in our print advertisement

- Effectively communicate your message, know your audience and track your tactics to improve your marketing return on investment (ROI)
- Drive local traffic to your website through our unique and creative print advertising
- Maintain a competitive advantage in your market place
- Coupon advertising is a bullet-proof medium as consumers are constantly looking for ways to save money during these tough economic times
- A well-diversified marketing campaign is the key to bringing in new and repeat business
- According to research studies, advertising during down business cycles is a great opportunity to take market share from your competition
- Work with our graphic design team to help you develop a clear and concise marketing message about your company's product and/or service

Closing Question 1: *(Use this closing question when trying to set an in-person visit.)*

(First name of prospect), here's what I'm thinking and just let me know if this works for you, ok? **PAUSE.** During our conversation, you've agreed that (Insert one or more of the benefits listed in the box above). I think it really makes to set up a visit to your office, we will be in your area tomorrow afternoon (or insert another day, date and time here), how about we stop by your office at (Insert a time here) and we can discuss this a bit further? (Remember to ask for their email and send an email summary and meeting confirmation.)

Closing Question 2: *(Use this closing question when trying to set a telephone sales appointment.)*

Ok, if now is not a good time to speak then how about I try you tomorrow afternoon? (First name of prospect), the reason for my call is (Insert the reason for your call and include one or more of the benefits from the box above). I'd like to call you tomorrow at (Insert a time) or does (Insert another time) work better for you? (Remember to ask for their email and send an email summary and meeting confirmation.)

Closing Question 3: *(Use this closing question when trying to find out what product/service information to send them.)*

(First name of prospect), I don't mind sending you information, but what exactly did you want me to send? (Once you find out what information to send them then make sure that you get a commitment from your prospect. This means that you need to get them to commit to a specific day, date and time as to when you can either contact them again by telephone or when you can drop off this information at their office. Also, include a summary of your conversation in your follow-up email to them. As a strong recommendation, I would strongly encourage you to ask them if you can" just drop off this informational packet at their office."

Closing Question 4: *(Use this closing question when following up on a proposal and/or information emailed or mailed to them.)*

(First name of prospect), what are your immediate thoughts on the (Insert what you sent to them)? (Based on your prospects response, you will either close a sale, get a commitment to visit them in person or get a commitment to speak with them again on the phone. Whichever type of sales appointment you do set make sure that you set the tone of the meeting. Both you and your prospect should be aware of what the purpose of the second conversation and/or meeting is? Is it to go over the proposal in detail? Is it to give a product or service demonstration? Bottom line is you need to agree on a future purpose.

Closing Question 5: *(Use this closing question to close a sale.)*

(First name of prospect), Based on our conversations and meetings, we've shown you how we can (Insert one or more of the benefits listed in the box above). I really think we both agree that it really does make sense to go with (Insert the name of your firm here). **PAUSE.** What day next week works well for us to visit your office to go over the necessary paperwork?

As a rule of thumb, if you're on the phone with a prospect for more than five minutes you should always send a thank you note with your business card.

SECTION 5 – LEAVING VOICE MAIL MESSAGES

Voice Mail Messages: These voice mail messages can be used on the first, second and third attempt to reach your sales prospect.

Script Tips: Be conscious of how you sound over the telephone. Make sure you come across upbeat and enthusiastic. And finally, always log your telephone calls using a contact management system such as ACT or Salesforce.com. All voice messages below are kept short with a purpose in mind. Too long of a message immediately signals that you're a salesperson and you will probably not receive an instant callback. Keep your messages short and to the point. Sometimes **LESS really is MORE!**

Callback Tips: If you are unable to reach your prospect after three voicemails then I would call your prospect back in three to six months. Just don't give up and keep calling till you hear a no from them.

Voice Mail Message 1 – First Attempt:

(Insert the first name of your prospect here), when you have a free moment, this is (Insert your full name) with (Insert your company name here) please give me a call. We have a pool of potential consumers that may be interested in your (Insert the name of the product and/or service your prospect sells such as accounting services or home repair). I can be reached at (Insert your telephone number her and say it twice).

Voice Mail Message 2 – Second Attempt (3 days or 1 week later):

(Insert the first name of your prospect here), we left you a message a few days prior, this is (Insert your full name) with (Insert your company name here) and the reason for my call today is we have a unique local advertising program that can provide (Insert the name of your prospect's company here) an on-going stream of potential sales for years to come. Many business owners in (Insert your prospect's industry here) are doing this across parts of the US and we thought you would like to hear more. I can be reached at (Insert your telephone number her and say it twice).

Voice Mail Message 3 – Third Attempt: (2 to 4 weeks later):

(Insert the first name of your prospect here), we are very interested in your business and would like to set up a time to visit your office (or a telephone appointment) during the week of (Insert a date here) to discuss the benefits of using our lead generation services. We offer a very creative way of communicating your services to a very large local audience of more than (Insert the number of consumers and/or households here). Let me know if (Insert a day, date and time here)

or if (Insert a day, date and time here) is better time for you. I can be reached at (Insert your telephone number here and say it twice).

OVERVIEW OF THIS LOCAL ADVERTISING SALES SCRIPT (PART 2)

7 Tips on How to Cold Call Effectively

1) Start Early

Start early, which means hitting the phones easy and making at least 20 calls per hour, 160 calls per day. This also means a whole lot of voicemails and NO rapport building whatsoever.

2) Build Rapport

Rapport building, which means getting the NDM (none decision maker/gatekeeper) to help you move forward. Move forward by any means, whether it's an updated email, the right department number, an extension number, or even the owner's cell phone number. The gatekeeper is the person who will give you the key to move forward. She or he can be your company's brand evangelist; your brand's champion. Get them to check out your site, get them to believe in what you are sharing. Teach, not sell! Educate them about what your company does and how it will help them.

3) Always Ask for Something

My personal motto: Always get something from a call. Get names and always ask questions. Most importantly, always remember the person you are talking to. Talk to them like you would a friend... and they will help you get all the information you need. They might even help you close the deal.

4) Know What You are Talking About

Know by heart what you are talking about. People buy from people they like. And people believe those who are passionate about what they talk about. Don't just memorize a script. Assume that they have absolutely no idea what you're talking about. Break it down and keep it simple. Do not speed up just because the person you are talking to is in a hurry. Slow down and they'll follow. If not, politely let them go and reach out a different time.

5) Expect the HUs and NIs.

If the person you are talking to is not interested, simply, say thank you, and type the notes in your CRM: John NI. This person might not even be the right person. Don't take it personal and simply find another way. Call at a different time. Owners are usually in early to open the shop. Notes are your friend; set a reminder task to call when the owner is in. If you get a Hang Up, just remember

that these businesses get many calls per day and to stand out, just be different. Use humor and be honest about what you are trying to accomplish, which is to set a demo appt with the right person.

6) DNC List — Do Not Be Discouraged

The “do not call” list – Easy, let it go and make the note. Know that you are one step closer to finding someone who genuinely needs your product.

7) Embrace the Process

Love the hunt, work smart and most importantly trust the process. A close means a match. You are helping your client with their needs & wants, vice versa they are helping your company grow. So be patient and listen for clues. Change your language and match the person you are talking to, it makes the open calls a lot more fun and interesting.

How To Get On A Decision Maker's Radar With Social Media Before You Cold Call

"I am one of the CMO's, CEO's or other C-level decision makers who's not answering the phone or opening emails from unknown sales people. However, if you connect with me on social media first, then I will be more open to talk with you." - Don.

- I have a **BLOG**, so follow it, comment on it and share it.
- Find and join me in my **LINKEDIN GROUPS**.
- Have a great **LINKEDIN** profile in case I check YOU out.
- Send me a smart question from **LINKEDIN** messages.
- Follow or list me on **TWITTER** so you get noticed in my in box.
- Retweet me on **TWITTER** so I see that you're paying attention.
- Ask a smart question in my **LINKEDIN GROUPS**.

The Secret to Cold-Call Success

Cold-calling is an art and a science. It takes courage that most people do not possess. But if you're willing to reach out and take it, the sale can be yours.

6 Basic Requirements



Lead Quality

Don't waste your time calling unqualified leads. 10 minutes of research goes a long way.



Timing

Certain times of the day are better than others, and every industry is different. Know when your leads are free to talk, and when they aren't.



The Script

When you're writing a script, keep in mind who you're calling. Test it weekly and make improvements where you can. Remember, no script will ever be perfect.



The Product

This seems like it would be common sense, but many sales guys don't think about the product, they usually too focused on the close. The one question you have to ask, is the product you're selling worth buying?



Attitude and Rapport

People usually buy from people that they like. Stay positive and don't let the stranger on the other line get under your skin.

OVERVIEW OF THIS LOCAL ADVERTISING SALES SCRIPT (PART 3)

Use in conjunction with the following systems for Ultimate Results:

ADVERTISE INSTANTLY MARKETING LEAD LIST



175K LEADS

Marketing Data for New Customer Acquisition
WITH 8 DATA POINTS INCLUDED

- *COMPANY NAME
- *BUSINESS CATEGORY
- *EMAIL
- *PHONE NUMBER
- *WEBSITE URL
- *SOCIAL MEDIA LINKS
- *POSTAL ADDRESS
- *REMARKETING DATA



TAKE A BITE OUT OF
MARKETING
one hundred and
seventy-five thousand
Lead List®

<https://www.advertiseinstantly.com/product-page/lead-list>