Local Business CC Script

This script is generic but can easily be adapted to virtually any product, service or business.

By the way, the most important part of this post is the final word of warning--so be sure to read all the way to the bottom.

Here's the script, with explanations of each element:

Hi, John. Jim here from XXXX.
Identify yourself immediately, or the contact will hang up on you.

Did I catch you at an OK time?
This question demonstrates respect for the person's time and an understanding that your phone call is not the only thing on his or her plate for the day. You may feel that asking this question sets you up to hear a no, but don't worry: Whether someone says yes or no or "No, but go ahead," the next statement makes the response irrelevant.

John, I'm sure you're busy and I want to respect your time, so I'll be brief.
This statement still allows you to continue regardless of how the person initially responded to you, rather than scheduling another time to call. This is a good thing, because you've finally got a prospect on the phone, so the last thing you want to do is hang up and attempt to catch him or her again.

The reason for my call is this. We just helped xxx attract more business while saving then an estimated $xxx on advertising costs.
The purpose of these sentences is to create a compelling reason for the person on the other end to continue the conversation. Note that you've said nothing about *how* the benefit was 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. Well, depending on what you're currently doing, I don't know if you have a need for our services.

This eliminates a potentially adversarial posture, lowers the person's resistance, and brings down his or her guard. It lets customers know you're not trying to force down their throat something they may not need or may not be ready for.

But with your permission, let's talk for a few minutes to determine if what we're doing that could benefit your business too.
This statement opens up a dialogue so you can get permission from the prospect to have a preliminary conversation.

Would you be comfortable spending just a few minutes with me on the phone now, if I stick to this timetable?
This establishes a timeline, letting the prospect know that you're taking accountability for the length of the call, that you respect the person's time and won't keep him or her on the phone.

Once you have gotten permission to continue, you now have a prospective customer engaged in a conversation with you -- and you can then determine whether there's a good fit.

Now hit them with your offer.

Because the videos are already made ask them to send you an email address where you can send them access to the video. On that page you can give them options such as…

Buy this video for your business as it is $xxx - PayPal Button

Buy this video for your business with your Phone Number incorporated $xxx - PayPal Button

Buy this video for your business with your logo incorporated $xxx - PayPal Button

Buy this video for your business with your image of choice in the background $xxx - PayPal Button

Buy this video for your business with your image of choice in the background+ Text & Phone Number overlay $xxx - PayPal Button

Buy this video for your business with a HD video background+ Text & Phone Number overlay $xxx - PayPal Button

Or any variation of the above.

If you don't want to or think asking for payment up-front is going to work for you… ask for a deposit first a balance on completion. You could show them the video before full payment only with a watermark stating preview over the top (until they pay). Watch the bonus video to see how to do this.