

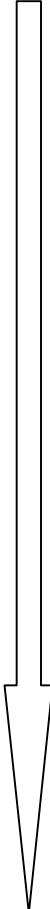
*DoRight Leadership Corps*  
DoRight Enterprises--Consulting Department  
**How to Make a Sales Call and Get a Client--DRAFT**

This document will provide you with some guidelines and a sample script for how to make a cold sales call. A “cold” sales call is one where they are not expecting your call and you have no prior connection to the party you are contacting.

**Pointers:**

1. Point out how you plan to help THEM with what you are offering.
2. Make them like you. People do business with people they like.
3. Know what you’re talking about—be intelligent without being conceited. Whatever you do, don’t insult them.
4. You don’t have to read this script exactly as it’s written. Actually, try not to read it—only do so if you feel so nervous that you can’t improvise. If you read it directly it will not be compelling to them—it will sound like a boring sales pitch. Try to get the ideas in your head and improvise it.
5. Try to relax and don’t worry. The worst thing that can happen is they say no. **If that happens, quickly move on to the next client.** When people do cold sales, if 10% of their calls result in deals that is considered to be huge success!
6. If you have to call back on another day to talk to the manager, or if they don’t give you an appointment and ask you to call back later for any reason, take good notes and follow up. **Meanwhile, don’t just sit and wait around to make that phone call. Get on the phone and try to find another client.**
7. Word choice can be critical. Many words have connotations that can trigger negative images or associations for people, and run the risk of being misinterpreted. For example, don’t use the word “audit.” Use the word “survey” or “assessment.”

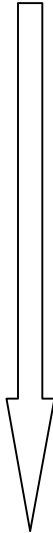
# Sales Call Script for DoRight Consultants

<p><b>GET THE MANAGER ON THE PHONE:</b>  <b>You:</b> Hello, my name is _____ and I'm calling from _____ (your school name). May I please speak with the manager or owner?  <b>(Three responses you might receive are shown below. Answer as indicated)</b></p>			
<p><b>Clerk:</b> He's not here, call back later.</p>	<p><b>Clerk:</b> Uh, he's really busy now, what is this regarding?</p>	<p><b>Clerk:</b> Yes just a minute I'll get him/her....</p>	
<p><b>You:</b> Can you tell me when he/she would be in or when a good time to call back would be?  <b>(Two responses you might receive are shown below, answer as indicated.)</b></p>	<p><b>You:</b> Our enrichment class is conducting a school project and we would like to involve your business.  <b>(Try to get the manager on line at this point. If necessary, continue with as much explanation from the box below as you need to in order to get the manager on the line).</b></p>	<p>(Move to the next box)</p> 	
<p><b>Clerk:</b> I really have no idea.</p>	<p><b>Clerk:</b> Yes, on Thursday at 3:00</p>		<p><b>Clerk:</b> Well, I don't know if he would be interested...</p>
<p><b>You:</b> Ok, thank you I'll try back later. Goodbye.  <b>(Make a note and try again the next day)</b></p>	<p><b>You:</b> Great I'll call then, thank you for your time. Goodbye  <b>(Make a note and follow-up)</b></p>		<p><b>You:</b> Maybe I can call back at a time when he is less busy. We don't really want him to miss out on this opportunity, over _____ (number) businesses in _____ (your town) have become involved...could you tell me a good time to call back?</p>
			<p><b>Clerk:</b> Well you can try back _____ (variable ans.)</p>
			<p><b>You:</b> Okay, thank you very much. Goodbye.  <b>(Write down the date and time and follow-up)</b></p>

**WHEN YOU HAVE THE MANAGER ON THE PHONE:**

**You:** Hello Mr. \_\_\_\_\_, my name is \_\_\_\_\_ (your name), and thank you for taking a moment to talk with me. I am a 7<sup>th</sup> grade student from \_\_\_\_\_ (your school name) and in my \_\_\_\_\_ class we are conducting a school project to help local businesses reduce costs, increase profits and reduce their impact on the environment. This is a free service that over \_\_\_\_\_ (number) businesses in \_\_\_\_\_ (your town) have already taken advantage of. Its really quite simple and it will only take about 15-30 minutes of your time.

**(Three possible responses are shown below. Answer as indicated)**

<p><b>Manager:</b> No, I'm very busy, and I don't have time things like this. Please don't bother me again.</p>	<p><b>Manager:</b> I don't really have much time for this. What kind of a project is this?</p>	<p><b>Manager:</b> Well, I guess that sounds okay, what does this involve? How does it work?</p>
<p><b>You:</b> I certainly understand, and thank you for your time. Goodbye.</p> <p><b>(Don't delay, move on to another possible client and make another call)</b></p>	<p><b>You:</b> In school we are learning how to give service to the community as well as how business works. We have created our own organization called DoRight Enterprises and after a lot of instruction in the classroom, students offer their services to the community free of charge. The community benefits, and the students gain some very educational experience. Everyone wins.</p> <p><b>Manager:</b> Well, I guess that sounds pretty good. So what does this involve? How do we do it?</p>	<p>(Go to box below)</p> 

**You:** We need to make an appointment for my team of \_\_\_\_ (number) students to visit your business for the assessment survey. It takes about 20 minutes on the average. We have been trained as consultants in school and go by the name of DoRight Enterprises. We will be asking you questions and checking various aspects of your building and facilities in areas of energy use, waste management, water use, procurement, cleaning chemicals, green building features, and landscaping if you have any of that. We will take the information back to class and analyze it with our team and our teacher, Mr./Ms. \_\_\_\_\_. In several weeks we will send you a letter with a list of recommendations for changes you can make that will increase your profits and help the environment at the same time. After a month or so, if you have made some of the changes that we suggest you will receive the Planet Saver Business Seal that you can display in your window. This shows that you have worked with us, the DoRight Consultants, and have reduced your impact on the environment, and are helping the community as well.

**(Three possible responses are given below. Respond accordingly)**

<b>Manager:</b> That sounds interesting, but we generally don't like to open up our business to outsiders like that.		<b>Manager:</b> Well that all sounds pretty good but I'm not sure when we could do that. I would like to think about it and/or discuss it with my partner	<b>Manager:</b> That sounds fine. How about Thursday at 4:00?
<b>You:</b> I certainly understand. You can be sure that our survey is completely confidential.		<b>You:</b> Okay I understand. Is there a good time I can call you back that would be convenient?	<b>You:</b> That sounds good. I will see you then. If for any reason we cannot make it we will call you back and reschedule. I look forward to meeting you. Goodbye.
<b>Manager:</b> Thank you, but no thanks. I'm not interested.		<b>Manager:</b> Yeah, give us a call at the beginning of next week.	
<b>You:</b> No problem. Would you prefer that we not call you again in the future?		<b>You:</b> Great. I'll talk to you then. Thank you for your time. <b>(Make a note to yourself to call next week. Meanwhile, call another client and try to get an appointment)</b>	
<b>Manager:</b> No, don't call again.	<b>Manager:</b> Try us in the spring maybe...		
<b>You:</b> Certainly. Thank you for your time. <b>(Don't delay, call another client)</b>	<b>You:</b> Great, we'll give a call then. Thank you for your time. <b>(Don't delay, call another client)</b>		