

How to make 1-2 minute calls for appointments

Introduction:

Hello _____, you don't know me personally . . . my name is _____ . A good friend of yours/business associate, _____ asked me to give you a call. (We are hoping that you can help us out). Did I catch you at a good time?

Reason for the Call:

Well the reason for the call is we're expanding a very successful business in the area and are looking for a couple of key people (to help with the expansion).

Hot Button and/or compliment with Positive Characteristics:

_____ tells me you are _____ .
(Refer to Prospect Bio Sheet)

And/or

- 1) speaks very highly of you.
- 2) you're just the type of person we're looking for.
- 3) you're actually one of the top three people he/she recommended I call.
- 4) we work very successfully with (whatever profession they are in).

Book the Appointment:

I'd like to meet with you; (or) this may or may not be for you; (or) you may not be right for the business, but (with my success and experience, and your connections) an opportunity exists for a lot of money to be made (or this could be mutually profitable.) If nothing else you can help _____ out. Can you make yourself available on (add date for meeting or kickoff)?

What is it?

(Use your answer). .. I'm looking forward to showing it to you.