Keep your customer, *your* customer.

*This document is to guide you through creating your own telemarketing script. Adjust the script to the requirements of your event, ensuring that it is updated with the appropriate title, event description, and logistical information. This telemarketing script is intended to be used internally or by a telemarketing agency. Please train those making the calls on how to use the script.*

*In addition, the script states that there is no cost to attend the event. If costs are involved, please adjust the script accordingly.*

*Don’t forget to add an additional section pertaining to the privacy rules that apply to your company when a customer asks to be removed from your contact list.*

**Call Preparation:**

When you’re getting started, you’ll need to have these things ready:

1. Your script
2. The specific registration information
3. The registration web site open

**Things to Monitor:**

1. If the contact says no, try to overcome their objection. If that’s not possible, ask for someone else who may be interested.

2. Keep in mind that your current customer information needs to be constantly updated. Be sure to update phone numbers, addresses, and zip codes on every call.

3. If you have the right person, ask to register them and any other people from their company appropriate to attend.

4. Ask for an appropriate email address to send more information, and verify using alphabet helpers.

5. Make sure to double check the address, ZIP code, and email address.

**Telemarketing Script**

Hello, this is [Insert Your Name] calling from [Insert Partner Name]. Is [Insert Prospect’s Name] available?

|  |  |
| --- | --- |
| **If yes:** | **If no:** |
| Hello, [Insert Prospect’s Name]. My name is [Insert Your Name] calling from [Insert Partner Name]. How are you doing today?  We’d like to offer you a personal invitation to our event called, “Keep your customer, *your* customer,” at *no cost.* If you’re concerned with keeping your customers coming back, so your business can grow and thrive, this event is right for you. And of course, customer retention is especially important with the current state of the economy. At the event, you’ll be able to meet other local businesses, share experiences, and learn how to:   * Show your customers why you’re the right choice, * Keep your customers as satisfied as possible, * And keep your customers coming back.   The event is [Insert Day of the Week], [Insert Event Date], in [Insert City], at [Insert Event Time] at [Insert Location],  Are you interested in attending the event? May I reserve a seat for you?  **If yes:**  Great, I will go ahead and handle your registration now. This will take only a minute or so.  I just need to verify your information:  *Note: If you have developed a registration page on Ready-to-Go Marketing Events (*[*www.microsoftpartnerevents.com*](http://www.microsoftpartnerevents.com)*) or Ready-to-Go Marketing Group Events (*[*www.microsoftgroupevents.com*](http://www.microsoftgroupevents.com)*), the information listed here is the same as that page. Fill in the attendee’s information in the online registration form so they will automatically receive reminder emails.*  Your first name is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Your last name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Your e-mail address is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Your job title or role is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Your company name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Your business address is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  City is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  State is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Zip Code is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Country is \_*United States*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Business phone is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Fax number is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Web site is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  How you heard about this event *\_Partner telemarketing call\_\_\_\_*  Great. You’re all set. We are looking forward to seeing you at the event in [Insert City] on [Insert Event Date]. You will receive a confirmation e-mail within a day or two; please print the e-mail and use it as your ticket.  Is there anyone else that you would like to register today?  *Note: Ask this on every call.*  If you are interested in other events, please visit [Insert URL].Visit [www.mslocalbiz.com](http://www.microsoft.com/smallbusiness/local/default.aspx?xid=G0055#Welcome) to view valuable offers, access small business resources, and learn about other events in your local area.  Thank you for your time. Have a good day! | May I leave a voice mail?  **Voice Mail Script**  Hello, this is [Insert Your Name] calling from [Insert Partner Name].  We’d like to offer you a personal invitation to our event called, “Keep your customer, *your* customer,” at *no cost.* You’ll be able to meet other local businesses, share experiences, and learn how to:   * Show your customers why you’re the right choice * And keep your customers coming back.   The event is [Insert Day of the Week], [Insert Event Date], in [Insert City], at [Insert Event Time] at [Insert Location],  And there is no cost to you.  If you would like to attend, please call our registration line; the number is [Insert Phone Number]. Or go to [Insert URL].  Again that’s [Insert Phone Number] and [Insert URL].  Thank you. We hope to see you there. And have a great day!  *Note: After you have left this message for the person you believe to be the primary contact, return to the Receptionist and ask for someone else that might report to your primary contact (unless you determine it is taking too long to track the appropriate person down).* |