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**Getting Opps**

Key Points:

1. Local
2. Send Information
3. Email Address
4. Contact Name
5. Get off the phone

Prospecting Script:

Good morning, my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (first name only) with Mitech Partners. We offer Comcast Business and Direct TV to businesses in Nashville (your city).

I want to send over some information about our new phone, internet and TV promos for businesses. What’s a good email address I can send that information to?

**xyz@mybusiness.com**

Ok great. And just so I send some relevant information. How many phone lines do you have?

**3 phone lines I think**

Ok and does that include the fax line as well? (Always include the fax line as a line).

Got it! I send over some information soon. Who should I address it to?

**John Smith**

Thank You, have a great day.

**Rebuttals:**

***We’re not interested in any new services / We’re happy with what we have***

That’s awesome. I just want to send some information so you have a LOCAL contact going forward if you wanted to get pricing down the road, in the future. How many phone lines do you have?

***We’re already in a contract for another 12 months***

Gotcha. I’ll still send over the information and my contact info. I’ll follow up with you in about a year. How many phone lines do you have?

***I hate Comcast***

Well I’m with a broker and we represent other companies. I’d love to send you some other options. How many phone lines do you have?

***I’m already working with someone***

Are you working with someone local? If not, you should be. Someone in a call center in Philadelphia is not going to give you better service than I can do locally.

If you’re working with someone local, have you signed an agreement yet? Let me send you info to send if we offer better pricing. Some promos we offer may fit you better. How many phone lines do you have?

**Why should I work with you when I can work directly with Comcast or Direct TV?**

That’s a great question. Quite simply, I can present a non-biased option to you. Since I represent all of the carriers, it doesn’t matter to me who you go with. A Comcast rep will only want you to choose Comcast. But that may not be the best option for you. How many phone lines do you have?

NOTES:

1. Always get an email address. We’ll use this for email marketing down the road. We can email blast your funnel to generate deals.
2. If you can’t get an email get a fax number, always shoot for email first though.
3. Keep it simple: Get the email, number of phone lines and contact and get off the phone.
4. Enter opps in your back office to stay organized and set follow ups to stay on track.

Making Follow up calls

The whole point of following up is 3 things:

1. Keep the conversation moving toward a closed deal.

Hello Mr Customer,

I'm following up on the information I sent over a couple days ago. Did you all receive it?

*If no, send it back and make a concrete time to follow up i.e. Monday 2pm*

*If they did receive the info:*

Great, what did you like about it?

or

How does it compare to what you have?

*At this point you will know if they're interested in what you have? they may have questions or just tell you to get lost. They may also say that they are not decision maker. At this point:*

Okay, no problem. Who is the decision maker? Are they in now? I'd like to speak with them about the quote and see how it compares to what they have. *If they are not in, ask when will they be in or what's their email directly.*

*If you get the decision maker on the phone:*

Hello, I sent over a quote for business internet and phone service and wanted to see what you thought about it. I love to see if we can save you some money on those services or put you in a better position.

*This is also a good time to set an appointment with the decision maker. This isn't always necessary but if they set an appointment with you you're mostly likely going to get the deal being they have already seen pricing and know why you're coming).*

*"I'm in a contract..."*

That's fine. Let me know when the contract is up and I'll follow up around that time.

*We're happy with what we have*

That's fine. I'm glad you're happy. What if I could save you money and give you local customer support? Would that make you happier.

*I hate your company*

Really? Well we represent multiple companies. Let me send you another quote with a few more options. When can we talk again?