

## **SCRIPT FOR TALKING TO BUSINESS OWNERS**

### **OVER THE PHONE:**

#### **Finding out who the owner is:**

Hi. I'm wanting to send something to the owner. Could you please give me his name and your mailing address? Thanks.

#### **CALL BACK ABOUT 20 MINUTES LATER!**

Hi, is \_\_\_\_\_(First Name of Owner) there?

Hi, \_\_\_\_\_. My name is \_\_\_\_\_ and I'm with a company called GoSmallBiz.com. We work with businesses such as yours to help them grow and protect themselves. I wanted to see when next week I could stop in for about 20 minutes and show you how we've been able to help other businesses grow. Would Tuesday or Wednesday be better? Morning or Afternoon? Great. I look forward to meeting you in person. I'll call you the day before to confirm. Thanks for your time. I'll see you on \_\_\_\_\_ at \_\_\_\_\_.

### **IN PERSON:**

#### **WALK IN AND ASK IF THE OWNER IS THERE. WHEN HE/SHE MEETS YOU, HAND THEM YOUR CARD AND SAY:**

Hi. My name is \_\_\_\_\_ and YOU ARE? (If he/she gives their first name, then ASK 'Is it alright if I call you 'first name'?) \_\_\_\_\_, I'm on my way to an appointment right now, but I just wanted to stop in and introduce myself. I'm with a company called

GoSmallBiz.com. We work with businesses such as yours to help them grow and protect themselves. I wanted to see when next week I could stop in for about 20 minutes and show you how we've been able to help other businesses grow. Would Tuesday or Wednesday be better? Morning or Afternoon? Great. I'll call you the day before to confirm. Thanks for your time. I'll see you on \_\_\_\_\_ at \_\_\_\_\_.

**ONE OF TWO THINGS WILL HAPPEN...THEY WILL EITHER SET THE APPOINTMENT (AS ILLUSTRATED ABOVE) OR THEY WILL ASK:**

**'Well, what's this all about?'**

**DO NOT SELL AT THIS POINT!!! YOU ARE JUST TRYING TO GET THE APPOINTMENT! MEMORIZE AND SAY THIS:**

\_\_\_\_\_, it would be a **DISSERVICE** to you to try to tell you in 30 seconds what it takes about 20 minutes to **show** you, but let me ask you a question. How do you handle your debt collections right now?' Let them answer. Then say:

'If I could show you an easier way to collect on your debts and get better results without taking up a lot of your employee's time, would that be of interest to you?

**IF THEY SAY 'YES', THEN SAY:**

'Great! That's just a part of what I want to **show** you. Would Tuesday or Wednesday be better for you?'

**IF THEY SAY THEY HAVE NO DEBT COLLECTION PROBLEM, THEN SAY:**

‘That’s great! Congratulations. Let me ask, do you know if your company is in compliance with the new Federal FACTA law that RECENTLY went into effect?’

**IF THEY SAY ‘NO’, SAY:**

‘Helping you be in compliance is just a part of what we do for your business and a part of what I want to show you. Would next Tuesday or Wednesday be better for you?’