

Executive-level Telephone Script: Existing Customer

Goal: Increase Account Penetration

Introduction:

Hello, this is <Name> with <Your Company>

Reason for the call:

Pick a reason for the call consistent with the campaign or sales strategy for this customer.

- a) You are an existing customer of ours. We've never spoken personally so I wanted to touch base with you and make sure that you are aware of the work that we have done for you in the past, and to ask for your advice regarding other people in the company who you think we should also be talking to.
- b) I'm calling to follow up on the offer we recently extended to you regarding (describe offer).

Moment of Silence:

Wait three seconds for a response of some sort. The goal is to get the executive to ask a question and engage you in conversation. If you don't get a response, proceed with "Who we are"

Who we are:

<Insert your positioning statement here>

Proof Statements:

- a) We have worked very successfully with your company in the past...
 - a. On projects such as (describe past project) which have resulted in (describe positive results)
 - b. To provide you with (describe products/services) which (describe benefits derived from products/services)
- b) In addition, we have recently worked with other companies in your industry to... (describe recent products or services sold to a similar company) which resulted in (describe results)

Qualifying Questions:

Do you mind if I ask for your help in just a couple of areas?

- a) Aside from the people that we are already working with (name existing contacts), who else in your organization would you recommend I speak with about expanding our existing relationship?
- b) Can you transfer me to that person?

Courtesy Comment to Close Call and Confirm next step:

I'm looking forward to meeting the contacts that you referred me to. I'll follow up with you sometime soon to let you know how the conversations go! Thanks again for your help <Name>. Good-bye!