



***Prospecting Call Guide to Executive Admin
Pre-approach Call to Prospecting Letter
Goal: Get Executive Admin Support***

General Call Tips:

- Act natural. Use your own words.
- Smile when you talk (they can hear a smile!).
- Be organized at your workspace, and have all relevant information handy.
- Try stand when you talk.
- Use the following Call Summary as a guideline – you will settle into your own flow and conversational style.

Call Summary:

1. Introduction and reason for the call
 - a. Hello, this is name from <Company>
 - b. I'm about to send a letter to <executive> about some work we did for <name a recognizable company in the same industry> that we think would be of interest to you.
2. Ask for help
 - a. Can you help make sure he gets the letter? It will come from <your name> with <your company>.
3. Set follow up expectations
 - a. I'll call to follow up with <executive> in a few days. Chances are, you'll end up taking my call.
 - b. My experience is that it's likely that <executive> will be interested in learning more, but he/she may ask someone else in the organization to follow up with me.
 - c. If this ends up being the case, when I call back, could you please help point me in the right direction so that I can talk with the right person? Thanks!
4. Courtesy Comment and Close Call
 - a. Thanks so much for your help in getting the letter to <executive>.
 - b. I'll call back soon after you get it to follow up with him/her.
 - c. Have a great day! Good-bye.