

# Getting First Call Appointments

An excerpt taken from the RAB Training Academy Class:  
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This script is intended as a guideline for making cold calls. As with any such script, we strongly encourage you to make it your own, customizing the language to meet your needs. Don't forget the purpose of the phone call: **GET THE APPOINTMENT!**

The process:

Who you are: "Hello, my name is \_\_\_\_\_"

Who you are with: " I am a broadcast marketing specialist with \_\_\_\_\_"

What you do: "I specialize in creating successful advertising programs for businesses here in \_\_\_\_\_"

Purpose of the call: "I am calling to arrange a time for us to meet to determine if I can be of benefit to you and your business."

Ask for the appointment: "Could we meet next Wednesday at 2:15?"

**If the your prospect indicates he / she can't meet, you have two options**

## **Option A: Acknowledge and divert**

Acknowledge: "It sounds like you have some concerns about..."

Encourage client to talk: "Tell me more about that."

Divert: "I look forward to hearing more about this."

Ask for the appointment: "How's Wednesday at 2:15?"

## **Option B: Acknowledge and respond:**

Acknowledge: "It sounds like you have some concerns about..."

Encourage client to talk: "Tell me more..."

Calm and disarm: "I can certainly understand your feelings."

Respond: "One of the benefits of meeting with me is..."

Ask for the appointment: "How's Wednesday at 2:15?"