

Getting an Appointment

This is taken from RAB's Professional Development training.

The 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!

Introduction

My name is _____.

I'm a broadcast marketing specialist with _____ Radio.

I specialize in creating successful advertising programs for _____ businesses here in _____.

I'm calling to arrange a time for us to meet to determine if I can be of benefit to you and your business.

Could we meet next Wednesday at 2:15 PM?

If the prospect has an objection, here are two options you might use:

Option A: Acknowledge and Divert

- "It sounds like ..."
- "Tell me about that."
- "I look forward to learning more about this ..."
- "How's Wednesday at 2:15?"

Option B: Acknowledge and Respond

- "It sounds like ..."
- "Tell me about that."
- "I can certainly understand your feelings..."
- "One the benefits of meeting with me is..."
- "Would Wednesday at 2:15 work for you?"