

Sample script for Free Neighbour Saver Trial offer

How do you approach potential listings for a FREE TRIAL OFFER?

This is an easy offer as you are dealing with Business operators who know the value of leads.

However some folks who have no sales or marketing background can be a little perplexed so here is an “in-general” script that can be used ie: variations of to suit the Business or Service type and your style.

Being organised here is key.

Special Note if this is a NEW territory setup – you need to have 50 business listing options ready to go **before you start calling** or the lead in time to provide leads is too long as you cannot go live until you have the 50 listings for your territory organised. Template provided

Use the file provided listing the business categories and types.

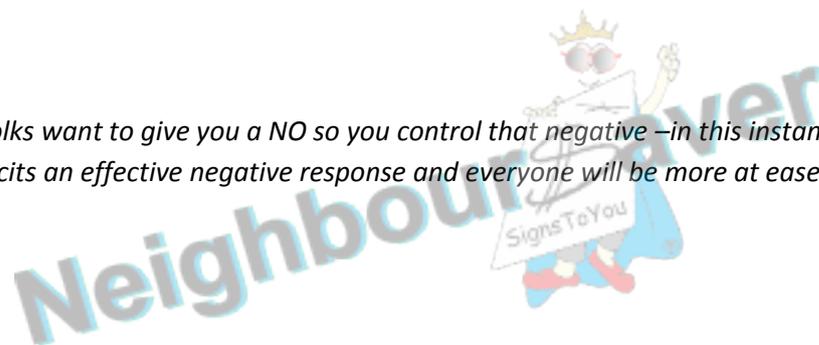
Gather one or two of each type as required in case individual listing choices are not suitable

Then proceed with the calls

Notes:

- This is a “quick” touch base call or contact.
- Do not use words that are not comfortable for you.
- Do not get stuck in the how much, how, why. etc
- Do not commit to X number of leads
- Do not undervalue the time you are taking from a Business operator – *always acknowledge the time they are spending with you, via phone or in person.*
- Not everyone in business is a business person so listen to responses. You are in a unique position servicing only one of each business type (*there is plenty of competition so move on to someone that gets it and is eager for business – the yes folks are likely to remain with you indefinitely*)
- *Not everyone “gets it” that is the way of the world – plenty of competition, so move on and find the next one that does.*

Psychology of sales – most folks want to give you a NO so you control that negative –in this instance for what you need, open with a question that elicits an effective negative response and everyone will be more at ease.



Internal document

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Hi – (Mr / Mrs Business operator Name) – you need to speak to the decision maker ie the person that will be paying for the ongoing service – identify if they run the business. This usually becomes apparent after the next question – just be aware, if the person answering the phone says, you'll need to speak to XYZ about that, ask to be put through. If they are not available, or it sounds like a put-off move to the next potential listing.)

My name is Just checking if you are too busy to take on more work?

(Response like) Yes – **OK thanks** – end the call then move on to the next potential listing as these folks will not cope with the leads.

(Response like) No/Depends on what you need – *the effective negative response you want to proceed*

“I operate Neighbour Savers in your area, at the moment we are receiving requests for (insert what they do business/service type eg: Plumbing, Architects, Hairdressers) **and would like to know if you could handle more ongoing business? “**

(Responses) will vary but in general fall into these 2 categories:

1 - (Response like) No, I'm busy enough, - **OK thanks** – end the call then move on to the next potential listing as these folks will not cope with the leads.

2 - (Response like) Who are you/Where are you from

“Neighbour savers supports the local community and ensures local business can thrive, you become part of a network that allows promotion like the multinationals with no effort on your part.”

move on to following response to commence free trial.

2 - (Response like) Maybe, What are you offering .

2 - (Response like) Sure/ How much will this cost me.

I am very happy to offer you a Free Trial – so you will receive new leads and see how the process works, lets say after 5 or so new leads and I will contact you to see if you would like to continue.

So costs you nothing and who knows how much business you will gain from those leads.

(Response like) No, - **OK thanks** – end the call then move on to the next potential listing.

(Response like)OK Lets give it a try.

Great, May I just confirm

Your preferred contact method for a new lead- (eg: they may prefer to deal with leads after hours so calls go to their landline with a message bank or a specific mobile. The system handles all of these scenarios – there can be multiple contact numbers for one Business/Service or we will email a missed call enquiry for them to follow up)

Phone _

***Email –**

(missed lead calls and queries will be sent to this email. (**be aware if they don't have email access this can be an ongoing problem*))

SERVICE OPTIONS - Choose if this question is relevant depending on the service (eg: mechanics can visit on site or you need to bring a car to them, a tiler would need to visit the site so would not have leads come to their office.)

Do you Visit in-house Clients have to come to you Prepare and allow clients to pick up

***Areas you service**

have your postcode list ready as the leads will come from these postcodes so you need to identify what areas the business/service will attend. These can crossover from your territory but initially you need a list of postcodes the business will service

Thanks for your time and I look forward to being a support/benefit/ long term business partner to you.

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