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## **ABC Company Program Outline**

### **Program Goals**

The goal of this program is to increase the sales and revenues of ABC Company. Establishing phone sales appointments and generating sales leads shall achieve this goal. Pearl Whittman shall conduct appointments.

### **Desired Demographics**

We will be focusing on small to mid sized companies in areas designated by ABC Company. The first target market shall be Kansas City metro area. Other metro areas shall be added as needed.

We will contact companies with 20 plus employees and the list will be narrowed down by SIC codes, but ABC Company may provide the list to us for import into our ACT database.

### **Program Overview**

We will be contacting businesses to establish an appointment or generate a sales lead for Pearl Whittman to introduce their services and secure contracts.

### **General Approach**

We will attempt to determine their level of interest, verify that they have a need or desire for services, and establish an appointment during the initial conversation. We have information available for sending information via e-mail; however, we prefer to set appointments during the initial conversation



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where possible. Appointments can be scheduled between the hours of 9am and 5pm EST with 2 hours between appointments.

## **Qualifying and probing questions**

What type of system are you currently using?  
Did you purchase that system or are you subscribing to it monthly?  
How many users are currently on your system?  
Who currently maintains your system? How is that working?

## **Contact person**

The key contact (owner or a manager) will be listed in the database. The correct contact would be an IT or Tech Person. Ideal Titles of contacts CIO, Executive Chief Information Office, Commission/Deputy Commissions of Technology, IT manager, Technology Directory, Data warehouse manager, Information technology deputy director.

## **Company Contact Info**

ABC Company  
732 Sidebar Rd.  
Kansas City, KS 65123  
Phone 123-456-7890



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## Scripting

Hi Bob!

My name is \_\_\_\_\_ with ABC Company. I am calling today to talk to you about a way to save on operational costs and/or hours of valuable IT resources. Are either of these organizational improvements of interest to you?

Great. ABC Company has the next generation of custom, enterprise-ready software solutions. For IT professionals, ABC Company removes much of the administration burden found with traditional software solutions. The systems can be operated without knowledge of the underlying technology and without IT involvement. This allows IT to spend time on more important issues like network security.

I would like to have an ABC Account Manager give you a call to discuss the details of our software and how ABC Company can help you?

What day this week would be good for you? Great! How about 10am EST?

OK. I will have Pearl give you a call on \_\_\_\_\_ at \_\_\_\_\_. If you have any questions in the meantime, please give me a call at 888-443-5247 Ext. \_\_\_\_\_.



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## **Objections**

### **It would take too long to get the system up and running.**

We have a system that takes no time at all, you just install and go.

### **Can the system be customized to suit our specific needs?**

Absolutely, all of our systems can be customized to suit the specific requirements of your organization.

### **I don't think your system could help our company.**

We have helped companies save millions through program improvements. We can do the same for you. Let me have Pearl give you a call and discuss how we can make that happen for you.

### **We have an IT Person to take care of all these needs.**

That's great! Now your IT Person can focus less time on updating reports and more time on important issues like network security, infrastructure, and other mission-critical issues.

### **We currently use another company to maintain our computer systems.**

ABC Company is not nearly as complex and is more cost effective than most other systems out there. Let me have Pearl give you a call with more details this way you can compare the system and service you already have with what we can provide for your company.

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## Documentation with each contact

1. Add a new contact name (if applicable).
  2. Document communication through call notes (always).
  3. Schedule future activities (if applicable)
    - Schedule follow up call for yourself (a to do item)
    - Schedule meeting or follow up call for ABC Company (an action item)
  4. Create report and e-mail to Program Manager (if appointment was set or lead was generated)
  5. Change account type as appropriate.
  6. Make sure to get size of facility if interested.
- **Lead** – This account type needs a cold call. All contacts are considered prospects when they are imported into the database.
  - **Call back needed** – Please note that there should be a specific action item for each of those. This is a call back for our staff.
  - **Lead Generated** – Appointment has been set or lead had been generated for our client.
  - **Not interested** – This contact was not interested and should not be contacted again. NOTE: We will use this account type sparingly and should schedule call backs as needed for future dates.
  - **Not qualified** – This type of account does not meet the minimal requirements.
  - **Bad phone number** – The phone number attached to this account is not legitimate (i.e. disconnected)



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Hello Mike!

Thanks for talking with me today about ABC Company. ABC Company provides custom, enterprise-ready software solutions to help companies save on operational costs and well as valuable IT hours.

Our systems are optimized to solve specific problems such as budget management, inventory management, and numerous others. ABC Company removes much of the administration burden found with traditional software solutions. The systems can be operated without knowledge of the underlying technology and without IT involvement. This allows IT to spend time on more important issues like network security. We are not like the other business intelligence solutions you might already own.

Please visit our web site at [www.abccompany.com](http://www.abccompany.com). I will also contact you in a few days to answer your questions and schedule a more convenient time for one of our Account Managers to discuss our products and services in more detail.

Sincerely,

\_\_\_\_\_  
ABC Company  
(888) 443-5247 Ext. \_\_\_\_\_