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 businesses within Kingman county. Later we will be contacting business with Market and Peckman counties.

We will contact companies with 50 plus employees and the list will be narrowed down by SIC codes. We will exclude governmental agencies, construction, and restaurants. 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 where possible. Appointments can be scheduled between the hours of 9am and 5pm EST with 2 hours between appointments.
Qualifying and probing questions

What is the square footage of your building under air?
How old is your HVAC equipment?
Do you have a maintenance contract in place?
When does it come up for review? Month and year?
Is your building owner occupied?
Are you currently having any issues with your HVAC equipment?

Contact person

The key contact (owner or a manager) will be listed in the database. The correct contact would be a facilities or maintenance manager, but would vary within each company.

Company Contact Info

ABC Company
732 Sidebar Rd.
Anytown, State 12345
Phone 123-456-7890
**Scripting**

Hi Bob!

This is _______________ with ABC Company. Are you the person to speak with regarding equipment?

**No**-Get the name of the correct contact and **Continue**

**Yes**-**Continue**

ABC Company has been providing hvac services to Dallas and surrounding areas for the last 50 years. We specialize in commercial properties and energy cost reductions.

Are you currently under a maintenance contract for your equipment? When does this come up for review?

I would like to have Pearl Whitman visit with you this week so that we can offer a competitive bid for services.

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

OK. I will have Pearl at your office on Tuesday at 10 am at 1234 Main Street. If you have any questions in the meantime, please give me a call at 877-443-5247 Ext. _____.

www.richworldwide.com  (888) 443-5247
Objections

We have used the same vendor for 10 years.

Wow! That is great. Would you like to have a competitive quote to see how we compare price wise and to see what we can do help save money in energy costs?

We have someone in-house that takes care of our equipment.

That is great for you. Have you thought about what you might do in the event your regular person in unavailable or if they should need outside help? Let us send information to you about ABC Company for future use.
Hello Mike!

Thanks for talking with me today about ABC Company. ABC Company has been providing hvac services to Dallas and surrounding areas for the last 50 years. We specialize in commercial properties and energy cost reductions.

Please visit our web site at 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
(877) 443-5247 Ext. _______