

SHORT PHONE SCRIPT

"Hello, my name is _____ with the NCS, is _____ available please.
(GATEKEEPER: *What is this about*) It is a confidential matter about money owed to the company is he/she available? (wait - if not available say). OK what is the best email to send this confidential information to Him/Her? (After verifying the email address say) Thank you, would you please transfer me to His/Her voice mail and I will leave a quick message about the email I'll be sending (Read A & D if Voicemail)

If you get through to decision maker (Read A,B & D or A,C & D) (Read A & D if Voicemail)

A "Hello, my name is _____ with the NCS and we specialize in the collection of slow pay and delinquent accounts for the _____ industry. And we do it a little bit different than everyone else, in that we collect any size or location debt Nationwide by sending out 5 letters, including an attorney letter, make three phone calls and report to all three National credit reporting agencies all for less than \$25. Per account! And your company keeps 100% of the money collected! (If ONLY get Email & Transferred Read A & D)

Do you handle your slow pay & delinquent accounts in house or do you send them out to an agency?

B (If In house) Great! Our system makes your inhouse staff 5 times more effective because when our system is in place they will be receiving all the calls instead of spending 80% of their time tracking the debtors down! (then continue below....)

C (If send to collection agency) Great! Do you pay them more or less than 10%? (wait) Our typical clients pay a 2% to 10% cost with 100% of the money collected going direct to them. (*continue*) Now, although we have been specializing in the larger companies in your industry, we have recently started opening our low wholesale pricing to the smaller and mid sized companies like yours also, and I would like to show you how we've been getting that 2% to 10% cost of collection for the _____ industry as a whole.

D I have a call I need to return right now, but I can go over the key details of our system in a quick 10 minute web demo if you are available tomorrow morning or would the afternoon better for you? (wait)

(D If Voice Mail) If this works for you call me at _____ with the best day and time to give you that quick 10 min demo on the secrets we have discovered for your industry that get us a 2% to 10% cost of collection for hundreds of our clients in the _____ industry!

Overcoming Objections - *When setting appointments, there will be objections from prospects on why they can't see us. Here are 13 responses to overcoming appointment objections. Commit them to memory, and the next time you get an objection, you'll be that much closer to a sale.*

Not interested: Mr./Ms. Prospect, I can understand your not being interested in something you know nothing about. However, so that you can judge this idea for yourself, I would be happy to:

- A. review it briefly with you. Which would you prefer, Wednesday or Thursday?
- B. Send you some material on our system and schedule a follow-up call. I can send you the material by email and call you on Wednesday or Thursday, which is better for you?

Not interested: Mr./ Ms. Prospect, that's perfectly all right. However, you're entitled to know what your competitors are doing, even if you decide not to participate.

- A. Which would you prefer, Monday or Tuesday?
- B. I'll send you the information by email what is the best email to use?

Not interested: Mr./ Ms. Prospect, I understand how you feel. We have over 30,000 clients Nationally, and at first glance, the majority of them responded as though we were an ordinary collection agency. Now that they have our system in place, they no longer need to resort to a collection agency.

- A. May I see you on Wednesday, or would Thursday be better?
- B. I'll send you some details on our system so you can see for yourself, what is the best email to use? (then) Would Wed or Thurs be better for a follow-up demo to the email information?

Too busy: Mr./Ms. Prospect, I appreciate that you're a busy person, and

- A. that's why I'm calling for an appointment rather than stopping by on the off chance of seeing you. Which would be better for you, Monday or Tuesday?
- B. that's why I'm just sending an email brochure with a follow-up call, would sending you the brochure today by email and then calling on Wed give you enough time to review the brochure? Or would Thursday be better?

What's the idea: Mr./ Ms. Prospect, the reason this idea has proved of such value to other people is that it can be explained quickly and clearly, provided it is demonstrated on a personal basis.

- A. Which would you prefer, Thursday or Friday?
- B. I think you will find our brochure does and you will have a better understanding of why we have so many business clients switching to us? I can send you the brochure now and schedule a follow-up call for Wed or Thurs. Which is better for you?

Send me literature: Mr./ Ms. Prospect, certainly I will send you literature.

- A. However, since we focus on your industry a personal visit will help you more as how our system actually relates to you and your competitor's needs, Which would you prefer, Thursday or Friday?
- B. Sure I will send you our email brochure and schedule a follow-up call to go over some of the details in our confidential 500 page white paper on your industry which includes your competitor's best practices, your competitor's average delinquent account age and size and even their cost of collection. Which day is best

for you for the followup call? Wed or Thurs?

No need: Mr./ Ms. Prospect, of course you would be the sole judge of whether or not this particular idea would be of value to you.

- A. Which would you prefer, Thursday or Friday
- B. I will send you the email brochure and you can see for yourself why your competitors have chosen us. Which day for the followup call to the email brochure works best for you Wed. or Thurs?

How much time: Mr./ Ms. Prospect, as far as I am concerned, about ten or fifteen minutes is all that I/(the rep) will need to briefly review it with you. Should it take longer, it will be because you have expressed interest in proceeding.

- A. Which would you prefer, Wednesday or Thursday?
- B. Which day would you prefer a follow-up call Wed or Thurs?

See a Subordinate/ I don't see salespeople: Mr./Ms. Prospect, I normally would agree with you. However, considering the fact that this involves a change in policy and internal procedures, I never feel quite right about discussing it with a subordinate without spending a few minutes with senior management first.

A/B Which would you prefer, Wednesday or Thursday?

Wasting your time/ not interested: Mr./ Ms. Prospect, since this idea has proven so valuable to many of your competitors, I don't mind spending the time. We know everyone in your industry is interested in reducing their investment in accounts receivable.

- A. Which would you prefer, Wednesday or Thursday?
- B. That's why I will send the email brochure before calling back, if you don't think it will help your bottom line after viewing the email brochure just let me know. I can schedule a followup call for Wed or Thurs. which is better for you?

All Occasion: Mr./ Ms. Prospect, what you are saying is that you are not in the market for financial services at this time, and I would have been surprised if you said you were. The purpose of my visit will be to place before you the details of this proven concept. Then you can decide, very quickly, if it is of value to you or not, Is that fair enough?

- A. Which is better, Monday or Tuesday?
- B. Is Monday or Tuesday better to call you back after you view the email brochure?

Already using an agency: Mr./ Ms. Prospect, are they effective? (Yes) Do you pay a percentage on their collections? (Yes) Well, Mr./Ms. Prospect, I won't represent that we'll be any more effective, but I do want you to be aware that you don't pay a premium for such a service. The fact that they satisfy you is more a compliment to the caliber of the accounts you are referring, and as I said, you do not have to pay a premium to collect those kind of accounts. I can Set a web Demo for you on Wednesday at _____ am. OK?