

# Telemarketing Script

We use <http://www.superpages.com> to get the numbers that we need to make the calls. You can go to Superpages and choose a category that you would like to call such as auto repair, auto painting, machine tool, IT, Chiropractors, Dentist and physicians you name it and Superpages has it. Or you can use any other directory that you would like to use, pull down the yellow pages and get with it. You're making the calls so you choose what you want to use to get your numbers. The important thing is to get the numbers and start dialing for dollars. The following script is for equipment leasing and refinancing. We have our numbers so let's start dialing.

Dial the phone.....

Hello my name is Jack Carpenter and I need to talk with your owner, is he or she in.

We get his name and ask to speak to him and the next step he is on the phone and we are doing our pitch.

Hello Mr. Jones my name is Jack Carpenter and I am in the equipment leasing and financing service business. Mr. Jones are you going to be buying any new or used equipment in the near future?

Mr. Jones will answer yes or no at this point. If he says yes then we ask for his fax number and tell him we are going to be faxing over to him an application, credit release and equipment work sheet. We also tell him we will be giving him a call tomorrow to see if he has any questions that we might answer in regards to the application. (The primary reason for our planned call tomorrow is to make sure he is working on the application) if he says no then we say.

"Well fine" (never be confrontational) Mr. Jones we have another service you might be interested in that I would like to share with you, this will only take a minute. Mr. Jones we have a refinance division that will arrange to purchase the equipment you have in your shop and then lease it back to you giving you the equity out of the equipment and also giving you a tax break. Mr. Jones this is a win win situation, you can get the cash equity out of your equipment apply it where ever you might need to apply it in your business or personal life and the payment can be written off so you have created cash for your pocket and a tax break, does this sound like something you might be interested in at this time? (We wait for his answer).

Again if Mr. Jones says yes we ask for his fax number so we can send him over the necessary paperwork to start the process rolling. If he says no then we ask for his fax number so we can send him a one page fax over explaining our services and how it works so if in the future he has a need to use our services he can give us a call and once again we will get right to work for him. (I've personally have had clients to give me calls 6 - 8 months after the call I made to them).