

Tele-Prospecting & Appointment Setting Script

Sample Telephone Script:

Hello, my name is _____ with **ECO Zero**. The reason I'm calling is to schedule a short meeting with you. We are an efficiency contracting company that has helped a number of companies like you reduce their operating costs and improve their cash flow. I'd like to meet with you for about a half hour to learn more about your business needs, share some of our successes, and discuss a possible plan to help you. I have some time available next _____ or _____. Would morning or afternoon work better for you?

“What is it you do exactly?”

We are a full service sustainability contracting firm, covering the areas of water consumption, zero waste, energy efficiency, and renewables. We take a unique approach that expands the scope of traditional ESCO programs by providing one-stop shopping for all efficiency services. We focus our approach on identifying immediate opportunities to reduce operating costs and improve cash flow in your building.

If possible, I'd like to meet with you for about a half hour to discuss the needs of your business, our capabilities and successes, and if it looks like there are some things we could do to help you, work with you to develop a plan to move forward. If I could identify immediate opportunities in your building to reduce operating costs and improve cash flow, would you be interested in learning more? I have some time available next _____ or _____. Would morning or afternoon work better for you?

Key Tactics:

- Identify your best few benefits (pick 2-3)
 -  Reduce operating costs
 -  Improve cash flow
 -  Add dollars to your bottom line
 -  Optimize building HVAC systems operations
 -  Protect your investment in the building
 -  Help you concentrate on your core business.

- Request a half hour meeting

- Stress the importance of their input, gaining knowledge of their business

- Select the day, date and time to meet

- Go back to those best few benefits