

## FOLLOW-UP MARKETING SCRIPT #1

### Wrap-Up:

*"It's been great talking with you today, (name). I understand you don't have any current needs I can assist you with. However, my mission is to make sure that the next time I call you, it's with a clear purpose. I don't want to waste your time or mine by just calling to 'check in.' Once I get off the phone with you today, I want to know exactly what I need to bring to the next call to ensure that I do not get put into your voicemail. Therefore, let me ask you a couple of questions to get a better understanding of how to serve you -"*

### Possible Questions:

*"What is an area of additional revenue that the right individual or team could broaden your current scope of business?"*

*"Can you envision any special projects or events that may require extra staff?"*

*"In what areas are you forecasting your greatest growth? When?"*

*"What is the #1 competitor that you respect how they operate? Would you ever be interested in talking with someone from that firm?"*

*"If I was to bring you the "Tiger Woods" of your world, would you want to at least speak with him/her? What does he/she look like?"*

*"What are consistently the toughest position(s) for you to fill?"*

*"Have you ever considered opening a satellite/branch office in another location? Where are the hottest markets? Would you be interested in either market information or candidate information from those locations?"*

*"What kind of joint venture partnerships could I introduce for you? Would you ever want me to bring you an opportunity to partner with another company whose strengths and weaknesses compliment yours, with the idea of possibly doing business together?"*

*"When do you conduct your next round of reviews and promotions? Would you be interested in speaking at that time about individuals that may be a top-grade to the low performing people on the team?"*

*"What's the most impactful piece of information I can bring you from the marketplace? What your competitors are paying? What benefits they are offering? What the public perception is of your firm? How they are being awarded business? How they structure their teams?"*

*"Who was the last person you hired that was a "create the position" instead of "fill the position" scenario? What did his/her background look like?"*

*"Are there other areas of your business that I haven't yet covered? What else have I not yet asked that is important to you?"*



**Close:**

*“(Name), the next time you hear from me, it will not be until I have specific information about either an individual or the market that you have just said you would be interested in. That being said, if I commit that I will not call just to ‘check in’ and waste your time, do you commit to responding when I reach out to you again?”*

