

First Phone Meeting Script

Initial contact – talk with the decision maker

OBJECTIVE: TO FIND OUT IF THEY ADVERTISE AND ARE LOOKING FOR INCREASED TRAFFIC AND MORE SALES. PERMISSION TO SET UP INTERVIEW PROCESS WITH ALL THE DECISION MAKERS -- EMAIL THEM FIRST FLYER

SCRIPT: Hello (decision-maker), thank you for taking for my call. I'm _____ from Brigdepact Media and do you just have a couple of minutes? Great, thanks. I know you're busy so I'll get right to the point. _____, we specialize in driving traffic for _____ (WHATEVER BUSINESS/INDUSTRY THEIR IN). Bridgepact Media is a cause-driven digital advertising company. The bottom line is we drive new traffic to your site, retarget it and converts it to sales.

- a. John, I have 2 questions:
 - i. What are you currently using for your advertising?
 - ii. What kind of results are you getting?
- b. John, thanks for sharing. We can defiantly help you increase your traffic, retarget it and help convert it sales/revenue. Would that be of interest to you? Before I can share some custom pricing with you I will need a little information about your company. The data that we need takes about 30 minutes of your time and I would like to schedule that with your decision making team. Would you be open to that? Does _____ 4 or _____ at 10:00 am work best (set time)
- c. John I am going to email you an appointment confirmation with a quick summary of how we drive traffic and increase sales for our customers.

Thank you for your time today and I look forward to our next meeting.

Second Phone Meeting Script

OBJECTIVE: TO COMPLETE THE QUESTIONNAIRE AND SET UP PROPOSAL REVIEW MEETING WITH YOUR MEDIA SPECIALIST AND DECISION-MAKERS

Thank you for meeting today. To make sure we're all on the same page,
OPEN VALUE STATEMENT (get all the email addresses)

BridgePact Media is the digital media division of BridgePact International, founded in 2003. BridgePact brings six integrated technology platforms together, including RTB (real-time bidding) and retargeting. RTB is auction-based ad space that drives new traffic, provides more retention and helps increase revenues for your business. Until recently, RTB and retargeting were only available to large companies with big ad budgets. Now through BridgePact, RTB and retargeting are affordable, flexible and powerful for local and emerging businesses.

Google Ad Words positions your company with the search engines, but if you're not on page one you're basically buried. With RTB and retargeting, we strategically push your custom-designed banner ads through 73 ad exchanges and over 68000 websites where your customers spend time online. With over 30B daily page views, we drive your traffic, capture, engage, retarget and convert it into new revenue for your business.

Share their industry stats:

In the _____ industry, our BridgePact clients have been experiencing a ____ % increase in their bottom line after 90 days of RTB and retargeting.

MOVE TO QUESTIONNAIRE

So, I have a few questions for you: Go into questionnaire in your back office (you may want to fill in your info and company info before you start)

At the end of step 2,

Here's the next step, we're going to put together a custom proposal based on the information that you shared with me today. We'll need about a week to prepare the proposal so could we go ahead now schedule our final meeting day.

Set up proposal meeting. Would _____ at _____ or _____ at _____.

I would like to email the proposal to each of you. (get their email address)

Thank you for your time today and I look forward to our next meeting

Third Meeting Phone Script

OBJECTIVE: MAKE SURE ALL DECISION MAKERS ARE PRESENT. COVER THE PROPOSAL, ANSWER QUESTIONS AND CLOSE THE SALE.

Thank you for meeting today.

Welcome everyone, (read the our value statement again)

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Answer questions and close

Explain the payment process and be prepared to mail them your order link for ordering. Again inform your client that it takes two weeks to set up the banner ads, landing pages, prepare content and media campaigns.