



## ABC Solutions – Business Builder APPOINTMENT SCRIPT

**Good Morning/Afternoon/Evening, may I speak to (if the owners name is not provided, ask for the owner or the person who handles management decisions)?**

**My name is \_\_\_\_\_ I'm a Business Solutions Specialist with ABC Solutions that's going to be in your area (give a 4 – 6 day span) to speak with companies about participating in a business development pilot program that help's increase your companies revenues/sales, reduce its expenses, access credit/financing and manage its resources WITH NO UPFRONT COST AND NO DIRECT OUT OF POCKET COST which means the program consulting fee's are paid from net savings and profit increases\*. Since this is a pilot program limited to the first 40 businesses that qualify, would it be okay if we could meet for about 30 minutes to discuss how it might help your company? (if they say sure – before setting the appointment, qualify them) (if they object – go to objections section).**

**Great. Just to verify that your business qualifies:**

- 1) Your company has been in business for at least 2 years and has revenues of at least \$250,000 a year?**
- 2) Are you the owner or decision making partner?**
- 3) Final question, this program helps with several key areas of business growth such as increasing revenues, reducing expenses, developing joint ventures and accessing capital if needed – what would be a priority area for your company?**

**Thank you Mr/Mrs (use their last name) As I mentioned, I will be in the area (4 to 6 day span) Which day and time would be good for you?(take appointment information – compare it against your calendar and provide alternative if you are booked)**

- A) Schedule appointments at least 1 AND ½ hours apart starting at 9:00 am up to 4:00PM pm Central Standard Time Monday – Friday. Get COMPLETE information such as contact name, business name, business type, address, phone numbers, appointment time /date and the answers to the three (3) questions. CONFIRM THIS INFO ON THE DATA SHEET**
- B) Use the following codes after each call to log the result: APPT – APPOINTMENT NI- NOT INTERESTED CBL – CALL BACK LATER**



**WRG – WRONG OR DISCONNECTED NUMBER NA – NO ANSWER  
OR BUSY SIF – SEND INFORMATION FIRST**

## **OBJECTIONS AND REBUTTALS**

### **1) "WE ARE ALL SET" OBJECTION**

**Aggressive "That's fine. Does that mean you are never going to look at new options, or could you suggest a time to call you in the future." YES – Get date and put in follow up file**

**Passive "That's fine. Look, we wouldn't expect anything to happen quickly anyway. We've worked with a variety of start up and small businesses and there are good reasons why companies such as these decided to work with us. We would just be looking to introduce ourselves, give you some information on this innovative program to see if you'd like to participate in this limited opportunity that wouldn't be an additional expense but could help your business. Would that be worth 30 minutes of your time?" If they still say no to either – Thanks for your time and have a great day. YES – Go back to scheduling the appointment**

### **2) "SEND ME SOME INFORMATION" OBJECTION.**

**"I could send you some information but the company stuff I would send you is just going to say basically the same thing. We are offering this program on a limited basis right now to start up and small businesses under the current risk free arrangement . If there is something specific that would be helpful to you, if you have a specific opportunity or business need we might help with, I would be happy to put something together and discuss it during the meeting. Do you have anything specific in mind that I can help you with"? If they do, let them tell you about it and steer them back towards scheduling an appointment where they can receive their customized information or we can go to meet them. If they say no or not really then ask if they have a few minutes to do an online information review right after we send the information just to make sure they understand how it would benefit there company. If they say they do not, it's a dead deal (three attempts to close for an appointment have been made) send the information and schedule a two day follow up.**

### **3) "CALL ME BACK" OBJECTION.**

**"I would be happy to do that. When would you suggest I call you"? Once they give you a specific time period say, "Is there a reason why that is a good time to call you"? If they give you a reason, then schedule the call back. If not, it's a runaround,**

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so just say “You know, I would be happy to call you back, but look, I don't want to be on your back about it because ours isn't a service we push on people. If you are not open to a new option for reducing expenses and increasing revenues you can tell me and we won't bother you”

#### **4) "I'LL MEET WITH YOU BUT CALL ME IN A MONTH" OBJECTION**

"Sure, I would be happy to call you then. We would probably be looking to get together a few days after that, which would put us into the week of (whatever that date range may be).

You know, as a business solutions specialist I'm always at networking meetings in your area regularly and would be scheduling other meetings along with this one. If you feel comfortable, could we pencil something in for that week? It would help me with our planning and we would call the week before to make sure it still works for you. Would you feel comfortable penciling that in"? If they say no, it's a blow off proceed to thank them for their time and give them the we'll call you back then. If they say yes, go ahead and schedule it and put in the needed follow ups (1 week before and 2 days before).

#### **5) "TELL ME" OBJECTION.**

If they say "Who are you", "What do you do"?

Your best response is to tell them what you have already told them and again, ask for the meeting. Just repeat a variation of your set the meeting script. "We are a business development consulting company that works with start up and small businesses. This is a new program we have developed and tested and are now bringing to the market through a limited risk free arrangement so that we can build a portfolio of success stories. We want to introduce ourselves and tell you about some things we do differently that companies have found valuable. Our Business Builder program may have some benefits for you and I'm asking for 30 minutes to speak with me so I can give you that information. Would you have some time in the next few days , say month/day or month/day"?

### **FREQUENTLY ASKED QUESTIONS**

- 1) How long have you been in business? Since 2003.**
- 2) What type of cost are involved? That would be determined based on our meeting and the results of the Business Evaluation form you**

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complete, but I can tell you that if your business qualifies for the pilot program, there are no upfront cost and no direct out of pocket expenses meaning you are paying with the program from net savings or net profit increases we help your company realize.

- 3) Have you worked with companies such as ours? Our experienced network of consultants have worked in all industries and general business consultants who have worked with every type of business imaginable would be working on your project.
- 4) Do you have references? Yes we do, and I'd be happy to share testimonials from some of them once we meet.
- 5) Do you have a website? Yes the website address is [www.ab-consultingsolutions.com](http://www.ab-consultingsolutions.com)
- 6) **FOR ANY OTHER QUESTION THAT THEY ASK THAT IS NOT ON THIS LIST, TELL THEM YOU WILL MAKE A NOTE OF IT AND HAVE THE ANSWER IT FOR IT ONCE YOU MEET.**

**Procedure:**

- 1) Call from the provided database. Make notation of the call result in the next empty cell after the contact information.
- 2) Use Outlook Calendar to schedule the appointment and then use the "Invite Attendees" function to send the appointment to me. Use email address [ajones@ab-consultingsolutions.com](mailto:ajones@ab-consultingsolutions.com) you must add me to your Contact list in order to use this function so do that first before sending appointments through Outlook.
- 3) Once you have sent the Outlook appointment, also type in the appointment information on the Call Session Report( which is in Excell format) and email them at the end of each day to [ajones@ab-consultingsolutions.com](mailto:ajones@ab-consultingsolutions.com)
- 4) Also at the end of each day, save your call sheet database (in Excel) and send it via email so that we can see your calling session results each day.
- 5) **DO NOT BOOK TWO APPOINTMENTS FOR THE SAME TIME ON THE SAME DAY.**



#### IN PERSON SCRIPT (AFTER APPOINTMENT OR REFERRAL)

Hello, thanks for meeting with me to discuss our business builder program. I wanted to just go over the main benefits of it and see how it can help you. The business builder is a business development program in its beta testing stage so we are trying to get companies from each industry to participate in it. Its designed to simply help you expand your business and increase your revenues using 5 core strategies which are..... Your business may not require all five, which is one of the reasons we do the initial business evaluation, which is offered free to businesses agreeing to participate. The cost of the program varies based on your needs and a program can range from 6 to 24 months. The unique benefit to this program is that the program requires no upfront money and the monthly cost can be paid with net savings we help you receive and/or net profit increases so that this program is paying for itself. If the evaluation does not show that there is enough potential savings or 30 day profit increase potential to at least pay for your program participation, we do not take you on as a client because we do not want you to have any additional expenses by participating in our program. So let me ask you this, what would your main goal be for business builder? More profits, obtain funding, expand into new markets,etc....(listen and recall that need back to them) I'm confident the business builder can cover that and more. Lets see specifically how we can help you by completing a business evaluation. I just need to get some information from you, shouldn't take more then 15 minutes. (ask the questions on the form unless they say they don't have time right then. If they say they don't have time right then, schedule a time to do it) great, Also, because this is a program you have to qualify for there are documentation requirements that we have to determine qualification. i want to leave this checklist of items for you to get together and I want to schedule another appointment to meet with you and go over your evaluation results and services proposal and pick them up if we decide to proceed. Are you available(two days out)? Secure appointment. Look forward to meeting again. –  
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#### SECOND MEETING – PROPOSAL/EVALUATION RESULTS/DOC COLLECTION

Thanks for meeting with me again. I wanted to meet with you to go over the results of your evaluation ,collect your document package and share some exciting news on what we can do for your company. The problem areas we can initially see are (go on evaluation) The remedies that the business builder can provide are (go over solutions) . Do you agree with the findings or is there something we missed that you feel we should

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address as well? (get an agreement) the total cost for the program would be \$\_\_\_ for a \_\_\_mth program. Now you have the option of paying this as one payment, but for the purpose of this program, we would prefer that you allow us to finance the program cost over the term which would allow you to make payments of \$\_\_\_amth.

Now heres the other good part, remember this is supposed to be a no direct cost program so we have identified initial savings areas that could allow you to pay for the program without it being an additional expense. Thats good news right? (get another agreement) . So to proceed to the next stage, we need to submit your document package and a services agreement and ,upon approval, a retainer financing agreement will be sent to you regarding the monthly terms. I have the services agreement here which goes over the specifics of what we will do as outlined in the proposal. Now that doesnt limit what we can do, it just sets the minimum expectations. (go over services agreement with them point by point only one person needs to sign it) if everything is okay , you can sign now or you can wait until approval and sign it when you sign the financing agreement.

We will get that in once everything has been verified and all trade references contacted, it helps if you give them a heads up to be expecting a call or email so they can respond quickly since thats what holds up the process for the most part. Then once those agreements are executed, we need to set another meeting to put together your specific cost reduction and profit optimization plan. can we tentatively set that up for (3 days away)

Thank you again for your time and we look forward to working with you and in the meantime if you think of any additonal areas that are a concern for you, let us know and we can incorporate some additional resources to help with it as well.

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**FINAL MEETING TAKES PLACE WITH THE PROJECT MANAGER (MYSELF OR A BUSINESS BUILDER CONSULTANT**