MITECH PARTNERS, LLC

SUGGESTIVE SCRIPTS & OVERCOMING COMMON OBJECTIVES

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SUGGESTIVE SCRIPTS & OVERCOMING COMMON OBJECTIVES

This task aid is provided with sample scripts that can be used to help share the good news of Mitech Partners, LLC and the services we provide to clients and new partners. One is free to choose how they promote the brand as well as the services offered provided they responsibly and honestly explain the services correctly.

Initial Contacts

When contacting opportunities for the first time, it is important to take it as an information discovery exercise. Realistically, what should be done here is to till the soil and plant the seed so that the opportunity can grow successfully into a verifiable lead. To that, follow these simple and easy to digestible steps:

1. When calling, provide an upbeat and positive tone throughout the conversation.
2. Inquire for the person(s) that are contact points for the opportunity you are calling about. Remember the goal is to get their email address, number of phone lines, who the best contact person is (if not already known), and their current provider(s).
3. To get the appropriate information, state the following script verbatim:

   "Hello, this is <Your Name> with Mitech Partners here in Nashville. I was calling because I want to send over some information regarding new promos for phone and internet service for the area.

   What's a good email address I can send that to? Great and just so I send relevant information, how many phone lines do you all have? Thank you.

   Who should I address this information to? Ok, I'll get this information out to you shortly. Do you know who your current carrier is now?

   Thanks! I'll get this information out soon."

   To assist in call blitzes, information gathered must be entered into the Google Document titled F003 – Call Blitz Info Capture Form and then transfer all data at the conclusion of the blitz into the appropriate opportunities in back office. The form is in no way a substitute to documenting records in the back office and is only a supplemental tool. Writing down information on paper is NOT RECOMMENDED at this time.

   Clients may give you some push back but the bottom line is stick to asking for info you want. You are not trying to sell on this initial call. Just gather information for your funnel or CRM. Allow the customer to be relieved that you want to get off the phone asap after you get this info. Be very casual. If they don't want to give you the info, FIDO (forget it and drive off).

When doing call blitzes and executing the plan, it is realistic that for every three (3) calls made, one would realistically have one (1) opportunity come about. It is highly unlikely and unrealistic to think that one will get an opportunity on every call made. Calls shouldn't take no more than a minute or two of your time as the information being asked is limited in nature.

Once the data is gathered and placed in the back office, quotes should be sent out to the clients as soon as possible. This should be done no more than two (2) business days after a call blitz. Realistically, it should be done immediately after the blitz has commenced. Clients should be given at least two (2) different options via email when quotes are provided unless there is only one (1) carrier in their area. This leads to the final phase of this training session: following up.

Follow-Ups

The following are suggestive scripts to utilize when doing callbacks to prospective clients of Mitech Partners, LLC. This is after a quote has been sent off and received by the client:

"Hello Mr./Ms. Customer,

I' m <Your Name> from Mitech Partners. I was calling and following up on the information I sent over a couple days ago. Did you all receive it?"

- *If the quote was not received, send it back and make a concrete time to follow up (e.g. Monday at 2:00pm).*
- *If the point of contact is not available, ask when a good time would be to contact them back?*
- *Document the interaction in the back office; thank them for their time; and move on to the next call.*

- *If they did receive the info, continue with the conversation.*

"Great, what did you like about it? -or- How does it compare to what you have?"

- *During this part of the conversation, take notes on what is being provided and answer all questions to the best of the ability you have. When in doubt, be honest and let them know you don't have the answer but will get back to them within one (1) business day.*
- *Once receiving the information, continue the sales excellence process by going for the close on the sale*.*

- *Should they request more time to look over the quote, ask them if you can contact them two (2) business days from today's call to follow-up.*
- *Document the interaction in the back office; thank them for their time; and move on to the next call.*

(* Documentation comes later in the sales excellence process and is omitted from this part of the conversation)

"Excellent. The great thing about Mitech is that we have numerous carriers available to all of our clients regardless of location and we choose the best ones to fit you and your firm's needs."

<Call continues from this point forward>

Objections & Overcoming Them

When doing initial calls or follow-ups, there are many times you will run into opposition from a potential client. Here are some common rebuttals that have come up in the past and suggestive scripting to diffuse their concerns and keep the conversation moving. Note that rebuttals can come up AT ANY TIME during the conversation (even when trying to gather information):

"I'm already in a contract/carrier agreement…"

- *Response: "That's fine. Let me know when the contract is up and I'll follow up around that time."*
- *Action: Document the interaction in the back office; setup a follow-up to when you should contact them back; thank them for their time; and move on to the next call.*

"We're happy with what we have…"

- *Response: "That's fine. I'm glad you're happy. What if I could save you money and give you local customer support? Would that make you even happier?"*
- *Action: Listen for a response and continue with the call.*

"I hate (carrier name)!"

- *Response: "Really? Did you know we represent more than 50 carriers and have several options available in your area (if applicable)? Let me send you another quote with a few more options. When can we talk again?"*
- *Action: Document the interaction in the back office; create a secondary quote and send it to the customer immediately after the call was executed; setup a follow-up to when you should contact them back; thank them for their time; and move on to the next call.*

"I'm already working with someone…"

- *Response: "Are you working with someone local? If not, you should be. Someone in a call center in Philadelphia is not going to give you better service than I can do locally.*

  If you're working with someone local, have you signed an agreement yet? Let me send you info to send if we offer better pricing. Some promos we offer may fit you better.
- *Action: Listen for a response and continue with the call.*

"Why should I work with you when I can work directly with (carrier name)?"

- *Response: "That's a great question. Quite simply, I can present a non-biased option to you. Since I represent all of the carriers, it doesn't matter to me who you go with. A Comcast rep will only want you to choose Comcast. But that may not be the best option for you."*
- *Action: Listen for a response and continue with the call.*

In the event the client requests to be placed on a DO NOT CALL/CONTACT list, honor their request immediately, respect their wishes, thank them for their time & end the call, document their lead in the back office, and set the status to 'Junk.' This directive is mandatory in the event a situation like this were to occur. Financial penalties in the tens of thousands of dollars can result and disciplinary action up to and including termination of employment may result for team members purposefully calling back clients that have respectfully asked to be placed on this list.
