

American Association of State Troopers, Connecticut Members

Business Cold Script

APPROVED

by *W. Howe*

Date 12-4-08

OPENING

Hello (owners name)! This is (Your Full Legal Name calling on behalf of the American Association of State Troopers, Connecticut Members. How are you today?

I'm sure your busy – I'll be brief...

The reason for the recorded call is our (Connecticut) trooper members are currently sponsoring a **Don't Drink & Drive Awareness program** and the Child Identification program **to help families update their children's identification and dna records** that they do every year. (Pause-wait for response) **In the event of a missing or abducted child, these records are critical in aiding law enforcement to recover the child. They feel that one missing child is one too many. (Pause-wait for response)**

The proceeds will help continue educational and insurance benefits for our (Connecticut) trooper members . They feel that one missing child is one too many. (Pause-wait for response)

With the help of Xentel, AS A professional FUNDRAISER we're sending out the official state Association decals to the local business supporters and we just want to make sure we send yours to you!

If Yes

Our corporate sponsorships is \$1,000,. Would you like to be a corporate sponsor? (If no)

Our small business level of support is \$500. Could you manage that? (If no)

We have another one that is just one dollar per day at \$365. Would that be comfortable for you?(If no)

Our next pledge is a little smaller at \$250. Is that ok? (If no)

What if we cut it in half and make it \$125. Is that comfortable for your budget? (If no)

How about a basic supporter pledge of \$50? (If no go to No Response)

If no -No Response

I can appreciate that. Before you let me go can I ask you this? (Wait for answer). I know you get a lot of these calls, I get them myself. But this is one of the only calls you'll get from your local state trooper members of AAST and these programs really do make a difference. The AAST are asking for almost nothing. Could they count on you for at least \$35 one time for the campaign?

If still no – Thanks again for your time and please keep us in mind for next year.

APPROVED  
by *KHove*

Date 12-4-08

If Customer Asks What % trooper members /AAST Receives

\*\*\*If customer request the percentages or registration #'s, get the manager who will have the information

<(( state) troopers members/AAST)>

CLOSING SEQUENCE

\*\*\*\* All closes must be used on every sale without exception. This includes all cold and tap sales. You must use this word for word. Failure to do this will result in disciplinary action, which could include reduction in bonus percentages and loss of tap calling privileges.

terrific! What is the correct spelling of your first name? What is the correct spelling of your last name? What is your current mailing address? Is there an apartment, suite, or lot #? What city is that? What's your zip code? What was the pledge amount agreed to?

CREDIT CARD CLOSE

After the customer has decided on a support level, say:

We'll mail out your receipt for \$\_\_\_\_\_, your support decal, and a thank you letter from the (state) trooper members of the American Association of State Troopers. Now which credit card do you want to use, Master Card or Visa? (If customer offers card, get card type, card number, and expiration date). Make sure to repeat this information back to the customer. (Any mistake will result in a lost sale) (If customer hesitates or says no to the credit card)

We can mail you an invoice, along with a return envelope, so you can return a check. Would that be better for you? (If yes go to mail close)

PICK-UP CLOSE

Can the AAST definitely count on your support of \$\_\_\_\_\_. Would you be able to have your check ready one week from today? We're going to send out your receipt and support package with your UPS driver. He'll pick up your check on that day. Please have your check made out to the American Association of State Troopers, could you repeat your delivery address? If you're not available with whom will you leave the check? Thanks again.

MAIL CLOSE

What is your current mailing address? (Get suite #, zip code, etc.) We'll mail out your invoice for \$\_\_\_\_\_, a receipt, and your support decal along with a return envelope. Can the AAST definitely count on your return check for \$\_\_\_\_\_. (Must be a definite promise) To simplify bookkeeping records, could you return your check within 5 business days after receiving your support package? Thanks again for your help.

MAILING ADDRESS:

WEBSITE: [www.statetroopers.org](http://www.statetroopers.org)

CUSTOMER SERVICE: