

CALLING SCRIPT

Use this script/template when making calls to potential referral resources.

Each call should include the following parameters:

1. **Get their attention by using their name.** Start off by saying “*Hi, ____,*” in a warm and welcoming tone, then *proceed directly to Step 2*. Notice I didn’t say, “Hi, ____, how are you today?” because it gives your prospect a chance to jump in and disrupt your flow. Cold calls are all about taking control in the beginning.
2. **Identify yourself.** “My name is {say your name} with {say the name of your company}.” This is pretty straightforward — you need to tell them who you are. Say this warmly. Use that low, soft, therapeutic voice we are so famous for!
3. **Tell them why you’re calling.** “The reason I’m calling is to get some time on your calendar.” Diving right in demonstrates that you’re a professional. Save the small talk for your follow-up calls after you’ve already built the relationship.
4. **Build a bridge.** This statement connects the reason you’re calling with why they should care. {Say something that will align what the company does with what services you provide.}
5. **Ask for what you want and shut up.** “Let’s schedule a time where we can discuss ways to provide a comprehensive approach to stress reduction for your clients/patients. How does Tuesday or Wednesday morning around 10:00 am sound? I’ll provide the bagels and coffee.” Your ultimate goal is to schedule a meeting and offer them an incentive.
6. **Follow Up-** Make sure that you follow up with them once you are scheduled to confirm the date/time.
7. **Be Prepared-** Bring your materials with you such as business cards, brochures, marketing materials, flyers, and even a video that showcases who you are, your approach, and what they can expect. Offer a free service to their clients such as inviting them to a free relaxation retreat or provide free relaxation techniques onsite.

DON'TS OF COLD CALLING.

- Don't be sketchy about who you are or why you're calling. Mystery buys time but can bite you later.
- Don't talk *at* your prospect. Use questions to connect early on.
- Don't give up if you don't reach them the first time. Persistence is key!
- Don't just use the phone; Be willing to send emails as well.
- Don't paraphrase what your prospect does. They already their job. Instead, impress them with how well you know their pains.