



Accelerate Your Business Campaign. Telemarketing script.

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Note: At any point in the following script, if the prospect breaks in and insists that he/she is not interested and is set to terminate the call, thank the person for his/her time, restate the offer (below), and provide the person with a contact name and number, in case he/she has a change of mind.

Script

Hello, *(prospect's name)*, this is *(your name and company)*. I am calling because you may have heard about the new *(insert virus name)* virus going around? It's affecting a lot of business computer systems in the area and we're offering a free onsite audit to determine whether your PCs are infected.

(If prospect accepts, set appointment and close; if prospect hesitates, continue:)

Computers that are three or more years old are being especially hard-hit. Just out of curiosity, are your PCs running Windows* 98 or an earlier operating system?

(If the answer is yes or unsure, continue; if the answer is Windows 2000 or later, restate the onsite audit offer and if he/she still declines, close.)*

Then you should know that Microsoft* is phasing out its support for older operating systems, which means they won't be offering any security patches or driver updates or technical support for the OS on your machines. This is going to make it harder and harder to maintain them. How do you keep your systems going? Do you have an IT person on staff or have somebody come in?

(Wait for response; continue:)

Maintenance on those older PCs is getting more and more expensive. In fact, they're starting to find that it can be cheaper to replace old PCs than to upgrade components to keep them running. Between the lower maintenance cost and the added productivity, you can actually come out ahead by replacing older PCs. How many computers do you have now, roughly?

(Wait for response; continue:)

And you're on a network?

(Wait for response; continue:)

We are finding that many companies that thought their old computers were fine are now realizing productivity benefits from upgrading. They now spend less time waiting and more time working. With their old PCs, they had become use to working on slower machines, and putting up with system crashes. Has anything like that happened to you, or others in your company?

(Wait for response; if he/she describes specific PC issues, probe further and offer to present a solution. If the response is vague or even a "no," continue:)

Well, eventually there comes a point where it makes sense to upgrade *before* problems start costing big money. By the way, do you use laptops?

(If "yes," probe for how they're used; then continue:)

You would benefit from the latest notebooks with Intel® Centrino™ mobile technology. Very small, very powerful, extended battery life, and they can be networked without wires¹. Plus they have security and anti-theft features. If and when we run a virus audit for you, we'll bring one along to show you. In fact, would you like to schedule a time now?

(If "yes," schedule the appointment and close; if "no," continue:)

If I may ask, how old are the computers you have now?

(Wait for response; regardless of what it is, continue:)

What we're finding is that even computers just three or four years old can't keep up with the technology needs that businesses have today. Have you experienced system delays, or been unable to install new hardware or software due to the limitations of your PC?

(Wait for response; continue:)

(Prospect's name), I know you're busy today, but I would like to offer you a free assessment of your current systems and computing needs. Is there a time that would be convenient?

(If hesitant, continue:)

Then, is there someone else in your office you'd like me to contact to arrange it?

(If yes, get the contact person's name and number, call them and inform them of who you originally spoke to and that you were requested to contact them to set up an appointment; if no, continue:)

Just so I understand, what would you say is your main concern about addressing the risks posed by your older computers?

(If the prospect responds with specific objections, address them using the "Overcoming Objections" guide; if he/she has no specific objection but just isn't interested in engaging, continue:)

Very well, then. What I'll do is give you my name and number, and if you change your mind or have any questions or concerns about your business computers, please contact me.

(Provide your name and number, thank the prospect for his/her time, follow up with a thank you e-mail that reiterates the offer and summarizes the benefits of a PC refresh.)

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¹ Wireless connectivity and some features may require you to purchase or download additional software, services or external hardware. Availability of public wireless LAN access points limited. System performance measured by MobileMark® 2002. System performance, battery life, wireless performance and functionality will vary depending on your specific hardware and software configurations. See http://www.intel.com/products/centrino/more_info for more information.

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