



Letter follow up script

Hi Joe,

My name is **Name** of **Company**, how are you today? The reason why I am calling is to follow up the letter and email correspondence you've recently received from me. Did you receive that?

No or yes –

Fantastic, Joe, we currently serve clients in your industry by providing **Benefit**.

(Do you have your calendar nearby?) – Haven't used, but heard it is good...☺

Would you be available for me to stop in to introduced myself and learn a little about you and your organization next week?

Already have ideas, not interested, not time, no money, no whatever...

I understand that...otherwise you would have likely called me (with a smile ☺)...when it comes to your company/department, **DO YOU KEEP YOUR OPTIONS OPEN FOR WAYS TO GROW REVENUE/REDUCE COSTS** (whatever benefit your offering in a way that matters to them)?

Great, can I have 15-20 minutes with you to see if we can find some effective ways to do that?

Book it!