

Script Exercise  
B2B Sales Enablement Certification Assignment 8/3/2023  
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### **Step 1: Call the Head Office**

“Hi, may I please speak with \_\_\_\_\_?”

If “yes”, continue to Step 2

If operator switchboard asks any questions, please refer to FAQs.

### **Step 2: You just reached your contact:**

“Hi \_\_\_\_\_, this is \_\_\_\_\_, calling on behalf of Advantage Kitchenware.

“ \_\_\_\_\_asked me to give you a call.

The reason for my call:

You expressed an interest in learning more about our high-quality and durable toasters. You stated that it needs to be easy to clean and sanitize.

Many of our clients purchase our toasters for those reasons. And have received positive results in the lifespan of their toasters and kitchen productivity.

Would you be interested in hearing about how your kitchen productivity can be greatly improved by using our toaster?

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**If prospect response is “Yes...”**

Great. I'd love to share this with you.

**If prospect response is, “I'd be interested but don't have time right now...”**

I can understand that. We're all so busy these days!

Would you like me to send you a brochure which details how you can greatly improve kitchen productivity by using our toaster?

**If prospect response is, “I don't manage teams.”**

Thanks for letting me know. Who should I speak with, who's in charge of purchasing kitchen equipment?

**THE CLOSE**

If you could use a more efficient toaster in your kitchen that is durable, easy to clean, and sanitize, then would a 20-minute Zoom demonstration be a smart next step for you?

**If Prospect says, “Yes...”**

That's great! How does July 24<sup>th</sup> at 10 am work for you? I can send you my Calendly link to choose a convenient time.

**If the prospect says, “Maybe another time. My schedule is full now.”**

Step 3: Modify

“I understand. Here's an idea: Let me email you a link to my scheduling app. That way, you can pick the time that's most convenient for you. The app can schedule up to 8 weeks ahead.”