

Introduction to "picking up the damned phone" Or Phone Scripts that Work Calling Companies

First things first you have to get the right people on the phone or its just time waited making new friends by calling random companies. That's not the way to do it.

There are several departments that may handle sponsorship but I've always found that it's best to start with the marketing guys. If it's not them go on to PR, advertising or sales. With new media marketing some companies have moved the responsibility of sponsorship to the brand managers, social media managers or community managers.

What to say (Use as a guide but say what fits your mouth)

Hello I'm (You of course) and I'm calling from (your company). Can I get the marketing department? This is cool if you get reception and they don't care what department you are going to as long as you don't want to talk to them.

I also use the following:

Hi this is (You of Course) can I get So-in-So? Notice I didn't use a last name. Most times they will ask oh ok can I tell him what this is about? Then you can go into oh I'm (So-in-So from Xyz Company) Is he or she busy? If so what's a good time to talk?

I or We have seen some information about your company on the Net and thought your company may be a good match for a potential sponsorship opportunity. Assuming you have done your research you should know if they are the right person. If not then qualify them with the below statements.

Would you be the person who manages corporate sponsorships?

If yes get them to opt-in to your conversation. So start off with some leading statements they have to agree too. For example:

Your target market is: Xyz Right? Wouldn't you like to better connect with that market?

What's your plan for doing that?

Did you know that sponsoring the right events can grow your customer base and set you apart from other companies by helping you build a connection with customers?

Wouldn't you like to increase your bottom line?

You will have a couple of nods – via the phone of course and I'm sure a couple of yeses. At this point preview the pitch. Tell the potential sponsor a little it about what you can do for them. Have your Sponsorship Deck ready to fire off in an email. Then tell them you have a Deck and would love for them to review or and I prefer to mail it and walk them through it.

Also in another class I tell you how to use new media tools to make your proposal more interactive. Thank them for their time if they can't stay on the phone with you and tell them what day and time you are going to follow up with them in a few days.

Feel Free to share this info with anyone you think will benefit. Just link back to me and let people know where to find more useful information:

Right on <http://blog.rosspublicrelations.com>