

Sales Process & Training

INDUSTRY PHONE SCRIPT

Hi ____, my name is _____. I don't believe we've met yet but I recently read with interest an article about your company in referenced article.

But first things first, did I catch you in the middle of something?

"YES": Would it be better to give you a call back? What time is good for you.

"NO, GO AHEAD": The reason I'm calling is that I'm a insert industry maintenance consultant with CSI (Computational Systems Incorporated), and I wanted to talk with you concerning some success we're currently having in helping companies like yours prepare for de-regulation (competition). Companies like list competitors to his industry that CSI is working with.

Have you heard of CSI?

"YES". Great, what do you know?

"NO". We are a fifty million dollar company which provides total maintenance solutions to the insert industry. You may have heard of the EPRI maintenance and diagnostic center at Pennsylvania, which is a subsidiary of CSI.

We provide maintenance organization assessments, services, we manufacture a line of predictive technologies (thermography, vibration, oil, etc.), provide consultation on maintenance management and leadership, conduct of maintenance, maintenance program optimization, pro-active maintenance technologies (stream-lined RCM), maintenance craft knowledge and skills training, maintenance procedures and documentation configuration, and facilities and equipment review.

Why we are unique is that we are offering guarantees on return on investment, and our current experience is showing that our insert industry customers are seeing insert return on investment from partnership for the industry.

Based on the article, and my understanding of the industry, insert company name seems poised to be a winner in de-regulation. From a maintenance perspective, is insert company name considering standardization and integration of maintenance amongst its various plants?

"YES": Oh really, what are you currently doing?

"NO": What I would be interested in doing is setting up a time where I could give you a brief overview on some of the successes we're currently having and see if there would be a fit for us to work with insert company name and help you get more efficient and reduce your operations and maintenance expenses.

What does your schedule look like in the near future, perhaps ____? (*Give him two weeks within the next two months*)