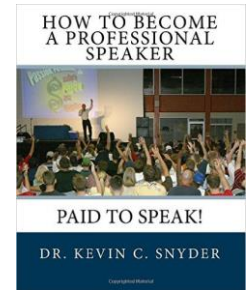


Phone Script for Inquiries

Prior to every call, I do my research. I connect with them on LinkedIn to review their profile, I search for them on the internet, I review their event link (if available), and I review their organization's website in depth.



Building rapport on the call

1. It's so nice to speak with you. How are things in _____?
2. (Statement about purpose of the call) ... it's my goal to best understand each and every client and event prior to submitting a proposal. The more you can share with me, the best I can understand your needs and bring more value to the proposal. So thank you for taking time to speak with me!
3. Before we get started, do you mind if I ask how you heard about me?
4. Tell me more about what you do. Tell me about your company/organization.

Understanding the event

5. So let's talk about your event. How did you get involved in the planning for it? What's your role?
6. Who will be in attendance? How many? Sample job titles?
7. Is this event an annual event?
8. What are 2-3 goals and objectives you expect to achieve by hosting the event?

(see next page)



Understanding my role as speaker for the event

9. How do you envision me (or “a speaker”) being involved with your event?
10. Do you have an agenda available for me to review? (even if it’s last year’s agenda, that’s helpful to see their structure. They likely are going to mirror it.
11. What are objectives you have for my speech? What would you like for me to accomplish? Are there specific topics you have in mind?
12. Is there a specific call to action you would like for me to incorporate?
12. Is there a specific presentation you have in mind?

Understanding their company/industry

13. Help me best understand your specific organization. What are 2-3 accomplishments or characteristics that your employees/volunteers feel most proud?
14. What do people most love about what they do?
15. What are some challenges they face?
16. What about the industry itself Tell me more about what trends the industry is experiencing right now.
17. Any other information that would be helpful for me to know about your company, your industry, or your event?

(see next page)



Next steps

18. So let's talk next steps. I will be sending you a proposal that provides all the information you need. Based on our discussion today, I will customize my content to deliver your objectives and call to action. What you shared is extremely helpful. I do have a daily fee and I can provide 3 different options for you to work with me. What is the budget range you have allotted for a speaker to be involved with your event?

19. Wonderful. I will have the proposal sent to you within 1 day so you can review and share with your team. Will 1 day be fine?

20. Anything else you would like to talk with me about? Thank you – have a wonderful day!

