



Sample Telephone Script

Hello. My name is Joe Smith and I'm calling on behalf of the Arizona Promotional Products Association. How are you today?

PAUSE

I understand that you are the person responsible for developing your meeting topics and arranging speakers. Is this correct?

Great. Well, the reason for my call is discuss the possibility of educating your members on the power and marketing impact that promotional products can have on their businesses. Are you familiar with promotional products?

PAUSE

If a positive response is given: That's right...
If negative/non-committal response: go to text

Promotional products are any item that carries a company logo – shirts, bags, pens even electronic items like iPods. In fact, did you know that many retail companies like Tommy Hilfiger and Godiva have made the crossover to promotional products?

PAUSE

This industry is growing for one reason--imprinted products work. The impressions these products make is long-lasting. That's why it's an 18.8 billion dollar industry. And, I'd like to speak to your members about the use of promotional products as a driving force in their marketing campaigns. I've been trained by our international trade association—PPAI--to speak about the power of promotional products, and I have a special 30-minute presentation prepared just for this purpose. May I schedule a time with you to present this to your members?

(If yes--). That's wonderful. (Discuss specifics here). I'll need an LCD projector to connect my laptop which has my PowerPoint presentation. I will be sure to arrive at least 15 minutes early and I will bring examples of a variety of promotional products. I will also have some handouts for your members. About how many attendees do you expect?

Thank you again for your time and interest. I look forward to seeing you on (date here).

(If no, or ... I need to check with my Board) – I understand. In the meantime, may I send you some information about the impact of promotional products? Perhaps you will have an opportunity to call on me for this presentation in the coming months.

Let me just confirm your address (get info here). I can follow up with you in two weeks. Is it ok to call you then or do you recommend another time to call? Great. Again, thank you for your time. I will have this in the mail to you shortly.