

Qualifying Script

Hello _____

My name is _____ from _____.

I work with a Professional speaker named _____. _____ delivers motivational and Inspirational keynote and seminars to corporations (associations) such as yours, specializing in the area of personal and professional development.

1. Do you use speakers of that sort for your conferences and meetings?

If "no," say thank you for your time and hang-up.

If "yes," say:

2. That's great. Do you have any meetings or conferences scheduled and are you currently looking for speakers for your program?

If they say yes they are currently looking for speakers for a meeting or conference say:

3. That's great. First off, what are the dates of your meetings? (Make sure those dates are open.)

Then _____ commands \$ _____ for a keynote or General session talk.

Does that fit your budget for speakers? If yes ... What kind of materials do you need to see in order to consider _____ as a speaker at your meeting/conference/convention?

They will probably ask if you have printed material and a tape, whereupon you will say:

4. Yes, we have a promotional packet which contains: Bio, client list, testimonials letters and a list of topics and titles. In addition, we have a 14 minute video demo. Would that be sufficient?

Most likely, they'll say yes. You will agree to send it and then ask :

5. Do you have any idea when you will be making your decision so that I know when to follow-up?

If they don't have their meetings scheduled yet ask:

6. When would be a good time to get back to you in order to get a better feel for your schedule? And, by the way, _____ commands \$ _____ for a keynote and General session talk. Does this fit into your budget for speakers?

If they have dates but are not yet looking for speakers ask:

7. When will you start looking for speakers for your meeting/conference? And , _____ commands \$ _____ for a keynote or General session talk. Does that fit into your budget for speakers?

After material has been sent and you follow up for a decision, simply ask if they looked over your material and have made a decision on the speakers they'll be using.

CONTACT SHEET

Date _____ Time _____ Source _____

Company name _____

Address _____

Telephone _____ Fax _____ email _____

Contact _____ Title _____

Interest level: HOT _____ Very _____ Somewhat _____ Low _____

Action:

Letter (date) _____ Info pkg (date) _____

Other _____

Follow-up dates _____

Notes: _____

For additional notes, use back of sheet

TELEPHONE CONTACT SHEET

date _____ time _____ category _____

company name _____

address _____

telephone _____ fax _____

contact _____ title _____

post card (date) _____ kit (date) _____

audio (date) _____ video (date) _____

follow-up dates _____

interest level: hot ____ very ____ somewhat ____ low ____

notes: _____
