



**Sales Team - Introductory / Transition Script**

Hi, my name is \_\_\_\_\_ and I'm calling from Company Name. As you may know, Company Name is North America's number one retailer of electronics, computers, software and accessories. But we also serve the needs of thousands of businesses just like yours with information technology and electronic products.

I'm calling to find out how we can help your business. Are you the person who makes the decisions about your company's information technology needs?

**Scenario 1 – Yes, Decision Maker – Qualifying Questions**

Great! I'd like to ask you a few brief questions to determine how we can help.  
*[select at least 3 from the following questions:]*

1. Would you say that your current computers are meeting all of your employees' needs?
2. Would you say that your current network is adequate for your company's needs, and has room for expansion?
3. How satisfied are you with the service you receive on your computers and network system?
4. Are you and your employees able to connect to your network without using cables?
5. Do you want the ability to work away from a power source for extended periods of time?
6. *[industry-dependent: ask if appropriate:]* Would you like to help educate your *[select: patients, clients, customers]* on the full scope of your services?

*[skip to Recommend Solutions and Close the Sale]*

**Scenario 2 – No Interest / Doesn't Want to Talk**

OK, I appreciate your help. Thank you for your time and have a great day. *[end call]*  
*[Disposition the call appropriately in DCRM.]*

**Scenario 3 – No, Someone Else is the Decision Maker**

- Could you tell me who that person is?
- What is their position?
- Could I get their phone number and e-mail address?
- Can you transfer me to them?

*[Once transferred to that person:]* My name is \_\_\_\_\_ and I'm calling from Company Name. As you may know, Company Name is North America's number one retailer of electronics, computers, software and accessories. But we also serve thousands of businesses just like yours with electronics and computer needs.

I've spoken to *[previous contact name]* and after explaining the benefits of Company Name they encouraged me to talk with you as the decision maker regarding your company's information technology needs. Do you have 5 minutes now to talk?

*[If NO:]* I understand that you're very busy. When would you have 5 to 10 minutes available for us to talk further? *[Schedule call back date/time]*  
Great. I will call you at *[confirm time]* on *[confirm date]*. Thank you and have a good day. *[schedule call back date/time in DCRM]*

*[If YES:] Great! [Previous contact name] described part of your company's current situation, so my understanding is that you...*

*[Recap from the Qualifying Questions above, focusing on items where Company Name can assist their company.] [Ask for clarification:]*

Is that correct?

What am I missing?

What else do I need to know about your current situation?

### **Recommend Solutions & Close the Sale**

Thank you. Based on what we've discussed today, I believe we could help your business with its *[select: information technology, computer, software, accessory, service]* needs. I recommend the... *[continue with product and/or service recommendation and **close the sale**]*