**Sample script for initial in-person cold call**

**INTRODUCTION**

“Good afternoon, Mike, I’m Jane Doe, and I’m with Zimmer Radio and Marketing Group. You might know our radio stations KTGR – Missouri basketball and football, The Eagle – Cardinal Baseball, and Y107, which is the most popular station in town. How are you doing today?

**REFERRAL**

“Tami Benus suggested I call you because she thought you’d like to hear about how we helped her start her CPA practice.”

**PROSPECT/INDUSTRY KNOWLEDGE AND CHALLENGE**

“I read that you just opened your practice and that you’re going to be specializing in personal injury and liability cases. I think it’s certainly a good time to open an office because the number of fatal accidents in Missouri is up eight percent so far this year.”

**CASE STUDY**

“When Tami Benus opened her CPA practice, she said the Zimmer Radio and Marketing Group was great with helping find the correct radio station for her target clients. She told me, “They allowed me to reach my goals faster than I ever dreamed.”

**DIRECTED QUESTION**

“Have you thought about the best way to get your name out to the public? Do you have a website yet? And is advertising in sports something you like and think might work for you?”

**NEW INFORMATION**

“Are you a Mizzou sports fan?” (Pause)

“ Then you know coach Cuonzo Martin just recruited a point guard who was ranked number seven among high school prospects.”

**CLOSE**

“I’d like to go back to the office and do some more research and generate a few ideas that might work for you. Can we set up an appointment now for me to come back with our Web designer and digital expert so we can explore specifically how we can help you have a successful launch?”