**Sample script for initial phone contact**

**INTRODUCTION**

“Hi, Mike?”

“ I’m Jane Doe, and I’m with Zimmer Radio and Marketing Group. You might know our radio stations: KTGR, which broadcasts Missouri basketball and football; The Eagle, an ESPN sports station that carries Cardinal baseball; and Y107, the most popular radio station in town. Let me steal a minute.” (Pause)

**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 set up a time when I can visit you and show you how we hit it out of the park for Tami Benus’s opening and then see if we can help you.