**Sample script for voicemail**

**INTRODUCTION**

“ Mike, I’m Jane Doe, with Zimmer Radio and Marketing Group. You might know our radio stations KTGR which broadcasts Missouri basketball and football; The Eagle which carries Cardinal Baseball; and Y107, the most popular radio station in town.

**PROSPECT/INDUSTRY KNOWLEDGE AND CHALLENGE**

“The reason I called you is because 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.”

**CLOSE**

“I’d like to talk to you about how the Zimmer Radio and Marketing Group can get similar results for you. Please call me back at 573-875-1099, that’s Jane Doe at 5…7…3…8…7…5…1…0…9…9.