



## Initial Contact Sales Script

The Initial Contact Sales Script provides the RISO sales professional with a guideline for making an introductory sales call. The script is somewhat structured for telemarketing calls, but can be slightly adapted for in-person calls as well. The structure is carefully designed to accomplish four important objectives:

1. There are five benefits stated - (cost savings, color, speed, versatility, network connectivity)
2. The script is easy to learn and remember – (It has four parts in a “Statement – Question – Statement – Question” format. In addition, the entire script takes approximately one minute to deliver.)
3. This statement-question format actively involves the prospect – (The salesperson asks a closed-ended question within 30 seconds. With a “yes” response to this question, the salesperson confirms the potential for a need and can continue with the next benefit statement.)
4. The script ends with a closed-ended request to probe - (This allows the salesperson to take control of the selling process by advancing to the probing stage.)

### Introduction

Good morning! My name is \_\_\_\_\_ and I am with a company called RISO.

### Opening Benefit Statement

RISO manufactures a **high-speed color** printing system that has benefited thousands of organizations\*\* here in \_\_\_\_\_(local area) and around the world. Our customers have **reduced their printing and copying expenses** by 50-70%, which, for some, has meant thousands of dollars in savings each year! The reason I am calling is that we might be able to do the same for you.

### Confirm Need Potential with Closed-Ended Question

Would you say that your organization spends more than \$2000 per year on copying and printing?

(Or... I understand that you are responsible for some of your company’s printing needs, is that right?)

(Or... You are responsible for your company’s network printers, aren’t you?)

(Or... The marketing department produces quite a bit of printing, doesn’t it?)

### Secondary Benefit Statement

That’s great! Then you might be interested in knowing that the RISO system can print your documents in color at a speed of 120 pages per minute. All this is done at a cost that averages a half-cent per page! Our printer is so **versatile** that you can produce everything from envelopes to newsletters to flyers to NCR forms – all directly over your **network!**

### Request to Probe

I would like to ask you a few questions about how you manage your printed communications to see if there might be a benefit to exploring our solution further.

Do you have a couple of minutes now or can we schedule some time for later in the week?

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\*\**(Substitute “schools,” “churches,” or “printers” when calling on those markets)*