



UA Telecom Script

Script: Hi can I please speak to the owner or whoever handles your telephone account? Hi my name is _____, I represent Utility Advocate (we are an overhead cost reduction company) and I'd like to offer you a no obligation, FREE cost saving analysis on your current telecom rates and services that guarantees we can show you ways to enhance your service and/or reduce your cost. We find that in most instances we keep you with your current provider but at a lower rate.

For the objection we just renewed, switched, I have a big cancellation penalty, or I don't want to leave my current provider:

Reply: What's great about this service is we are usually able to offer you a reduced cost by staying with your current provider while increasing your technology. The telecom industry is rapidly improving and as new technologies come online it becomes cheaper for the telephone companies to maintain your account by migrating you over to their newest offerings. For instance it much cheaper to run digital cable then copper wire.

For the objection my phones are very important to my business I can't afford to have any interruptions or down periods:

Reply: Our telecom specialists are experts at ensuring any when a client decides to take advantage of our lower cost or improved technologies that any interruptions are minimized or avoided all together, and coordinated to happen at your convenience.

Close: All I need a copy of all the pages on your last bill for someone to get back to you.

For the objection can you come back so I can make a copy or it's in my home/other office:

Reply: That's ok you can fax it or email it to me at _____.

Wrap up: (Once you have a copy of the bills) Great thanks, I just have a few quick questions, and then go over the submission form with him. When complete, tell him Customer Relationship Manager or someone from our will be reaching out to you in the next 3-5 days with our analysis, so be sure to take any calls from the 203 area code from John at Utility Advocate. Thanks, again and we look forward to saving you money on your telecom services.

Some of the other catch phrases you can use in your "pitch":

- *Are you overpaying for your products and services you have today?*
- *Are you looking to save money on your monthly telecom bills?*
- *Are you sure you are getting the best offer?*
- *Are you looking for faster Internet?*
- *Are you not happy with the provider that you are currently using?*
- *Are you looking to find ways to enhance your business using today's technology?*
- *Are you looking to buy equipment and don't want to overpay or be over sold?*