



Telemarketing Scripting Information

Agent Partner Services Telemarketing - Overview

The goal of a telemarketing script is to convey messages over the telephone. When someone receives a sales letter or literature, they can read it over and over and focus in on certain portions of the material. With telemarketing, however, we have one chance to make an impression and we have to work quickly. People aren't listening to every single word that's said. They're listening to phrases.

A telemarketing script needs to use verbiage that's as short and concise as possible, and the message needs to be communicated clearly and in a manner that's easily understood by the prospect. The goal is not just for the prospect to hear the message that's being communicated, but in their mind they need to process that message and come to the conclusion that they need what you're selling. Often, success depends on the telemarketer's ability to create tangible ideas in the prospect's mind.

A good script, a well-thought-out presentation that says what you want to say, precisely and succinctly, yet that still gives you room to maneuver, is one of the keys to a successful telephone pitch. This is about communication and about being prepared. In writing your script, you are crafting a message and focusing your message to your prospect. Your goal with your script is for your prospect to hear you and for your prospect to get "hooked."

So, what makes a good script? Write your script the way you talk—and get to the point! Written language and spoken language are very different. If your script is in written language, you will sound phony. Real people do not speak with capital letters at the start of sentences and periods at the end. People actually speak more in phrases or fragments, with pauses, sometimes improper grammar and the occasional "ah" or "um..." It is imperative that you sound real, so if you are having a difficult time with this, try talking into a tape recorder, then playing it back and writing down what you say.

All scripting begins with your opening statement. An opening statement needs an introduction, a hook (what's in it for client) and a bridge to your questions or your close. Without these it's impotent. Make sure that the benefits you offer are a) really benefits and b) relevant to the person you are speaking to and not just you! My top tip would be to imagine yourself in your client's shoes and then ask, "What will this call potentially do for my business and why should I care?"



Agent Partner Services Telemarketing - Overview (cont'd)

Start by asking for your prospect by name. Then, greet your prospect by name. Next, introduce yourself. "My name is (your name goes here), my company is FDIS-CSI or "My name is (your name goes here), I'm with FDIS-CSI."

Then, you want a sound bite to further introduce yourself. A sound bite is one sentence that expresses simply and succinctly what you do (or what is your product or service). Example: "Wendy Weiss teaches people to get what they want over the telephone."

Your sound bite, or the following line, should position you as the expert—someone (company, product or service) who stands out from the pack. If you do this well, you will preempt the objection: "I can't meet with every salesperson who calls." You will not be "every salesperson who calls." To do this, you cannot say the same things that everyone else is saying—so be creative!

Next is the heart of the script. Describe your product or service, pointing out relevant benefits. Remember—your prospects are interested in benefits. Remember also, your prospects will buy for their reasons, not yours. That is why it is important to do your research and have a sense of what your prospect may need and may be interested in.

Interest-creating comment (a.k.a. "The Hook"). In less than 15 second (one or two sentences), you need to capture your prospect's attention. This is probably the most important line of the script, because it plays a major role in determining if a prospect will stay on the phone with you or hang up. For example, "I'm calling to tell you about how companies such as yours have successfully saved up to \$200 per month simply by using our service. Would you have any interest in finding out how much money we could save you?"

Dealing with Direct Questions

"How much is it?" "How long have you been in business?" "Where are you located?"

You need to answer questions like these without being evasive. For example if someone asks you how much is your service? Don't say, "It depends on what you need." Instead, an answer such as this is more effective, "Most of our clients are retail businesses that have \$50 average tickets; however, depending on what you need, it could vary by a few percentage points." Or you might say, "We're extremely competitive. I could show you what we've done for similar companies such as yours and give you a cost analysis based upon their business; however, we really need to meet so we can evaluate your needs and quote a realistic price." An effective response to existing merchants could be "I can review your current processing statements and determine whether you are paying more than you should be for your transactions"

After you have introduced yourself, presented all of your features & benefits, overcome any objections, it time to ask for what you want! All your hard work is worth nothing if you do not ask for what you want. Do not expect that your prospect will know what you want, or guess what you want, or offer what you want... It is your job to ask for the sale, appointment, or warm transfer clearly and precisely.

Script Formula

The Script Formula is as follows:

- Ask for the prospect by name.
- Say hello. "Hi! Ms. Prospect" or "Hi, Jane."
- Identify yourself and your company. "My name is _____. My company is _____." • Say what you do (sound bite).
- Position yourself as the expert. Use phrases like "We specialize in..." or "Our reputation is..." or "We are known for..." You can also do some name-dropping of credentials here
- Articulate benefits. Success stories are a terrific way to point out benefits.
- Ask for what you want—an introductory meeting. "I would like to meet with you..." "I would like to introduce myself, my company, my product..." "I need 10 minutes of your time." "Is this Thursday good, or would next Thursday be better?"
- Keep asking for what you want!



Opening Statements

Hi, Mr. / Ms. Merchant (state his or her name). I'm sure you are busy, so I'll be brief. I am with First Data and the reason for my call is this: We'd like to help you increase your sales and profits, enhance your advertising and add credibility to your business.

Good afternoon/morning, this is _____. Am I speaking with the owner? *(If yes)*, I am with First Data Independent Sales and we help businesses increase profits by accepting credit and debit cards as a form of payment from their customers. I am calling you to see if you currently accept Credit and Debit cards as a form of payment from your clients?

This is _____ from First Data Independent Sales and I am following up on information we sent to you about increasing your sales and profits by accepting credit cards. We sent the information to (contact). Is he/she the best person to talk to about increasing your sales and profits by accepting credit & debit cards?

Hello, this is _____ from First Data Independent Sales to provide you with a full merchant processing solution. We are a merchant service provider and we assist businesses like yours to accept non cash options as a form of payment from their clients or customers. Do you plan on accepting credit & debit cards from your customers now or in the future, **or** would you be interested in receiving a competitive quote if you are currently processing?

Consultative Questions

Do you swipe or key your transactions?

Are your transactions downgrading? Are you seeing non-qualified transaction fees on your statement?

What made you chose your existing processor?

What do you like about your current processor?

Would there be anything you would like to change about your current service?

Do you currently accept Discover? Is your Discover rate higher than your M/C & Visa rate?

Qualifying Questions

Are you currently open for business?

Do you currently accept credit cards?

Would you be interested in saving 20-50% on your monthly processing expense?

Have you spoke with anyone about accepting credit cards, debit cards, checks or gift cards?

Did you know that types of payment you do or don't accept could mean the difference between someone becoming a repeat customer or being a one-time visitor?

How are you currently or how would you accept payment from your clients/customers?

Benefits of Accepting Credit Cards

- Boosts your sales.
- Accepting credit cards is becoming a must for entrepreneurs and small businesses.
- The average American cardholder has on average four bank credit cards.
- Credit card purchase volume has been expanding about 15% per year for the last five years, or three times faster than the increase in overall U.S. purchases.
- As of 2005 credit cards accounted for 19% of all purchases, debit cards for 33%, and checks for only 11%.
- According to one estimate, businesses lose up to 80% of consumer impulse buys if they don't accept credit cards.
- Adds credibility to your business.
- Encourages repeat business.
- Fraud protection.
- Improve advertising.
- Encourages impulse buys.



Benefits of Choosing FDIS

Merchants have access to customer service 24/7/365 in more than 140 languages and dialects

Over 20 years in the industry

We help merchants increase their business efficiency with faster processing capabilities

Merchant accounts generally approved in two days or less

All in one solutions for your business needs (credit, debit, check and gift cards)

Accept transactions in a safer, more reliable and more profitable environment

Numerous integration tools that provide solutions for all your e-commerce needs

Rest assured with a service you can trust--we have banking partnerships for all credit and debit card transactions

Let your website sell for you with the most technologically sophisticated payment gateway to maximize e-commerce

FDIS offers highly advanced fraud protection services to help you manage your financial risks

Highest service reliability rate and encryption in the industry

Chargeback and retrieval services to provide you with support and timely dispute resolution

The LinkShield® service from LinkPoint International gives merchants fraud-risk ratings that measure the likelihood of fraud for each transaction right at the point of sale, allowing merchants the opportunity to help prevent fraud before it happens

Verified by Visa® and MasterCard SecureCode® helps merchants identify that the person using the card in a non-face-to-face transaction is actually the cardholder.

FDIS's Loss Prevention Department helps merchants reduce the risk of credit card fraud by carefully monitoring merchants' transaction activity.

Technologically advanced products and services means your business is supported by one of the best in the industry

Closing Statements

Would you give us an opportunity to earn your business?

I believe that we can lower your overhead/costs and increase your profits. Would you be interested in free rate comparison to illustrate how much money we could save you?

Would you be interested in a free rate comparison to see if we could lower your processing costs?

I am confident that we can assist you with your business needs. With your permission, I'd like to transfer you to my account executive to assist you...

If we could help you increase your profits, lower your overhead and drive more business to your location, are there any reasons that we shouldn't move forward?

Overcoming Objections

What are your rates?

Our solutions are individually tailored to specific merchant types of all sizes, and are not one-size fits all. Use our purchasing power to support your business to get lower rates and unique services.

We have expert assistance to implement the services or products you choose.

No, we are not ready for that. We are too new.

What is your time schedule for opening your business?

You would like to increase your competitive edge in your market, wouldn't you?

Attracting more clients to serve when your doors open makes sense, doesn't it?

Meeting as many clients' needs as possible is important to the growth of your business, isn't it? It makes sense to be able to serve any and all customers when your doors open, instead of asking them to come back when you can serve them, wouldn't you agree?



Overcoming Objections, cont'd

I don't like paying to accept credit cards.

If I told you we could save you a significant amount on processing costs would you like to learn how? We could review your overall costs and potentially show you how much unnecessary risk you may be accepting and how much money you could save each month with our services.

I only accept credit and cash.

Implementing a gift card program may increase your revenue. Gift cards are reusable and reduce the fraud associated with paper certificates. Your customer base, brand awareness and customer loyalty may all increase. Returns can be applied to gift cards, promoting return visits.

Always know your gift card activity and outstanding balances with electronic reporting. Gift cards are now the "preferred gift."

Lower your operating expenses by lowering your existing rates or fees by taking debit.

We can help you accept checks worry free, would you like to learn how.