**Tips Scripts Strategies when making calls**

Find company number on contact section of website or on Hoover or on google search, corporate directory, etc.

When you get gatekeeper:

**Script #1**

Hello, I’m a product developer and I would like to submit a new product to your company.  Can you direct me to the person who handles outside submissions?

You’ll get 1 of 4 responses.

1.     We don’t take outside submissions. (cross them off your list)

2.     We only accept outside submissions via our online submission portal. (ask for the website and who reviews online submissions)

3.     They will not know where to send you. (Ask for someone in sales. The sales department more often answers the phone)  When you get that person on the phone revert back to (script #1) the same script that you used on the gate keeper.  If they respond that they are the person who handles outside submissions go to script #2.  If they still are not the right person ask for someone in marketing.  Keep doing this until you get the appropriate person.

4.     They will send you to the appropriate person. (Be sure to ask the first and last name of the person you are being sent to).  If you get a voice mail do not leave a message.  Keep calling at different times and different days until you are successful in reaching them.  If you leave a message, #1 rarely will they call you back and #2 it is less appropriate to continue calling.  Just keep calling until you finally get the individual to answer.

If you get a name of the individual who handles outside submissions (#4) or the name of the individual who reviews submissions from their online portal (#3) connect with them and 8-10 other people in their company on Linkedin.  This way you are building a virtual presence in their company. (being connected to multiple people)

Watch for this individual (not the other 7-10 people you tried to connect with) to accept your connection request.  When they do, send them a reply saying, “Thank you for the connection, I am a product developer and I submitted a product via your online submission form on (put date you submitted).  I have developed a product that, (insert your one sentence benefit statement), I look forward to talking with your soon.

Or

If you receive a connection acceptance from the person who handles outside submissions and you have not yet talked with them on the phone, send them the following reply.  “Thank you for the connection.  I am a product developer and I have been trying to reach you at your office to submit a new product to your company.  I’ve developed a product that (insert one sentence benefit statement).  I look forward to speaking with you soon.

I do not like to ask them to respond via Linkedin.  If they voluntarily do that is great but we are trying to follow their submission process whether that be an online format or via phone.  The reason for the Linkedin message is to get on their radar and hopefully they will look it up or be a little more familiar with you when you do get through.  In some cases they will request info from you via Linkedin but make sure that they are the ones who initiate that.

When calling, it is common to make many attempts.  These individuals are very busy.  It takes persistence to get through to them.

My personal experience in calling as well as my experience on the other end of the phone is that you will very rarely get a call back, so I do not ask them to call me back.   If they are so busy that it is difficult to reach them on the phone, chances are they will not take the time to play phone tag with you.

In not leaving a message you have not “time stamped” yourself and you can call many times even in the same day.  I regularly will try someone 6-8+ times in the same work day.

Note on leaving message on voice mail.  I will leave a brief message the LAST time I call that individual that day.  I simply say, “Hi Bob, I am a product developer and I would like to submit a new product to your company.  I am calling to find your preferred submission process.  I look forward to talking to you soon.” If you would like to send these instructions my email is Johndoe@gmail.com.    This way they know who it is that has been calling throughout the day and they may email you.  Additionally, this makes it more likely they will answer when you call another day.

When you finally do get ahold of the appropriate person use this brief simple script.

**Script #2**

“Thank you for your time,  I have developed a product that (insert your one sentence benefit statement) can I send you a one page sell sheet?”

Company guy: Sure

You: Great, what is a good email to send that to?

Type their email in the address line in your email, then read it back to them to ensure that you heard them correctly.

Prior to making these calls I always open my email and start an email as follows;

Hello,

Thank you for your time today.  Attached is the sell sheet you requested.

Thank you!

In subject line I put: Sell Sheet from Paul Sorenson

I also have my sell sheet attached to the email

After they have confirmed the correct email address I hit send then ALWAYS ask,

YOU: When would you like me to follow up with you?

This way #1 they know and are expecting you to follow up, #2 You know when THEY want you to follow up.  You are not left guessing if you should follow up in a week, 2 weeks, 3 weeks, etc.

Sometimes prior to hanging up, I will ask them if they would mind checking their email to make sure that it did not get hung up in their spam folder or that I inadvertently typed the wrong email address.

Once in a while they will open the email at that time and engage in conversation with you.  Do not ask them to open it.  Be respectful of their time and schedule.  If they do open it be prepared to briefly talk about your product and answer questions.

If you keep your phone and email conversations very brief, you will set yourself apart from the majority of product developers/entrepreneurs/inventors that call them. They WILL notice and they will be MUCH more likely to take your call the next time you reach out.

One of the biggest mistakes you can make is to come across as if you are a “crazy inventor”, hard to work with, long winded and that you have a lot of leverage. Your product is NOT going to make or break their company. They don’t NEED you. Even if you have a spectacular product, they will survive without it. Find out what they need and what works best for them and play your cards from there.