

ASPHALT KINGDOM

CONTRACTOR COLD CALLING SCRIPT

1. The Proper Introduction

Hi, my name is _____ from _____.

I'm calling today to talk to you about how our company can help you reduce the time, costs, and frustrations associated with handling your asphalt maintenance projects. Did I catch you at a halfway decent time?

2. Handle Initial Objections

Formula to overcoming objections:

1. Acknowledge their objection (Absolutely, I completely understand)
2. Reply (This is my first time calling you... in fact, this is a cold call)
3. Transition/Ask another question (What email can I send some information to? Question about their business, or when a better time to call is)
4. Bring VALUE

I'm not interested

1. I completely understand that you're not interested John.
2. The truth is you shouldn't be interested. I'm just calling you out of the blue. In fact, this is a cold call.
3. Many of the people that I work with weren't interested when we started a conversation with them simply because they're really busy, and that's actually exactly why I'm calling you. 90% of the property and facility managers that we work with openly admit that they don't have the time to manage half of their workload. Our company has developed our entire business approach around solving that exact problem.

I'm too busy

1. I completely understand that you're too busy and I knew that before I called you.
2. That is actually the reason that I called you.
3. Every property/facilities manager that we work with is busy. In fact, 90% of the property and facility managers that we work with openly admit that they don't have the time to manage half of their workload. Our company has developed our entire business approach around solving that exact problem.

Now is not a good time

1. I completely understand that now is not a good time
2. The truth is later probably won't be a good time either for a guy like you either.
3. Every property/facilities manager that we work with is busy. In fact, 90% of the property and facility managers that we work with openly admit that they don't have the time to manage half of their workload. Our company has developed our entire business approach around solving that exact problem.

I'm already happy

1. I totally expected you to say something like that.
2. What contractors are you currently using? What do you like most about them?
3. If there was one thing you could change about your current situation handling your asphalt maintenance projects what would it be?

Send me an email

1. Absolutely I'd be more than happy to send you an email. Where would I send that to?
2. Get email and move on with the rest of your call.

3. I completely understand that you want me to send you an email because you're busy. In fact, every property/facilities manager that we work with is busy. In fact, 90% of the property and facility managers that we work with openly admit that they don't have the time to manage half of their workload. Our company has developed our entire business approach around solving that exact problem.

No budget for this

1. Hey John, I completely understand.
2. The truth is most of the companies like yours I have called don't have a budget either.
3. That's exactly why I'm calling you. What we find is that when companies don't have any budget left they start working on other things and never really solve the root problem that led to them not having any budget left. Our company has developed our entire business approach around solving that exact problem.

**ALWAYS ASK QUESTIONS AFTER AN OBJECTION
TO KEEP THE CONVERSATION GOING**

3. THE STATEMENT

Every property/facilities manager that we work with is busy. In fact, 90% of the property and facility managers that we work with openly admit that they don't have the time to manage half of their workload. Our company has developed our entire business approach around helping you solve that exact problem.

4. THE QUESTION

If you could eliminate one problem that you have that is asphalt maintenance related, what would it be?

- Sealcoating Projects
- Aging Properties/Pavement Surfaces
- Not Enough Budget to Handle the Issues They Have
- Bad/Unreliable Contractors
- Trip Hazards
- Safety Issues
- Getting Solid Scopes of Work That Meet Your Budget
- Good Communication from Contractors
- Understanding Bids/Scopes of Work

5. GENERATE INTEREST

Knowledge

I completely get what you're saying...over 90% of the property/facilities managers that we work with tell us that they don't have even close to enough budget to take care of all the issues and projects that should be done on their properties.

Create a 'pain point'

Which probably contributes to the reason why the clients that we bring on to our programs tell us that they spent anywhere from 5-10 times as much using contractors as they do using our programs, resources and guidance to do it themselves.

Provide a solution

Our site evaluation process will provide you with a detailed assessment

of each of your properties with an easy to understand 3-5 year estimated budget/forecast to help you understand exactly what the costs of using our programs will look like compared to using a contractor.

6. FINAL QUESTION

I would like to figure out which properties that you would want us to take a look at first. Have I earned a couple more minutes of your time?

Other questions to ask of property/facilities managers:

What has been your experience using contractors?

GOAL: Explore what their overall comfort level is/has been with paving contractors. We would much rather learn from other contractor's mistakes than our own. We can also learn how to execute their project successfully based on what is important to them and their positive experiences with other contractors.

What are two or three things I can do personally to make your job easier with regard to asphalt maintenance projects?

GOAL: Find out what is important to your client and how you can easily exceed his/her expectations and make working with you the clearly better choice.

What things keep you up at night? (i.e. safety, traffic control, communication?)

GOAL: To leave your meeting knowing what concerns you need to solve for. If you can make the client feel good about the things that keep them up at night, you have a very good chance of winning their work.

What are top three things you expect from a person that you work with in this type of capacity? Anything to avoid?

GOAL: Set a clear list of what we need to do to not only win the client's business but also to deliver above and beyond their expectations. You also want to understand very clearly what the client doesn't want you doing.