**8x8 | US**

**Revised Call Script**

**Version 1, 18 Dec 2018**

**CALL SCRIPT**

Use this call script as a discussion framework when following up on leads

**1. Our Goal**

(What’s our goal in making contact?)

Call those contacts who clicked through to download/view the X Series campaign material, in order to confirm awareness and level of interest. Then set a first-time appointment if contact is qualified and interested in learning more

**2. Frame**

(How are we going to frame the meeting to gain the client’s agreement?)

1. Thank them for taking the time to look at the material.

2. Inquire as to what they thought, questions they have, and additional information they might find of value.

3. Qualify interest in scheduling a meeting to talk further.

**3. Discovery Questions**

(What questions do we need to ask to get the information we require based on where we are in the sales process and the prospect’s point in the Client Buying Process?)

1. What triggered your interest in downloading/viewing the material?

2. How has it influenced your view of using one cloud communications platform?

3. How well is your current communications system meeting your company’s needs?

4. How easy is it for your customers to reach someone who can address their queries?

5. What’s the customer’s experience when their query requires additional assistance from other employees or departments?

6. Does your IT team spend too much time maintaining your onpremise PBX system and/or dealing with outdated technology?

7. What is your company’s experience of using analytics to optimize the customer experience and sales process?

8. What is your company’s experience of digital mobility – enabling remote working or global devices across multiple sites, securely?

9. Other pain points or questions you typically ask to qualify a new prospect.

Suggest setting an appointment to discuss these items in more detail.

**4. Handling Objections**

(What barriers are there to prevent moving the opportunity forward? What potential objections can we anticipate?)

1. Don’t remember receiving the emails or seeing the advertisements.

2. Didn’t read or view the downloaded materials.

3. No time to talk right now.

4. We don’t need anything. We’re all set. Or, we’re not ready to make a change.

5. We just purchased.

6. We aren’t taking on any new providers / vendors at this time.

7. Just send me some information

8. I’m not the right contact. (Ask who the right contact is and request to be transferred.)

**5. Recommend Solutions**

(How can we help to anticipate obstacles, close information gaps and gain confidence and support?)

Make recommendations about how a cloud-based communications platform can meet their business needs more effectively and improve their customer experience:

1. One platform to collaborate and connect with customers, colleagues and business partners
2. Mix and match from 8 different service levels, getting exactly what your employees need at the lowest possible total cost of ownership
3. Strong global presence with service in 157 countries, 15 data centers around the world and more language localization

If you have helped other clients with similar challenges, share their situation and results to generate further interest in talking with you.

**6. Client’s Next Yes Step**

(What commitments or actions can we get?)

Agree to a specific meeting day and time, or refer you to the decision maker if they are not the correct person to meet with.