

Customer Acquisition Script

When Acquiring: Be Natural. Enthusiasm + Urgency = Great Results



What to say ...

“Could you do me a **HUGE** favor and help me out”

**** (Be quiet and get a positive response) ****

“If I could offer you competitive rates on your phone bill, and possibly free calls, with the same or better quality service than you’re currently using, at no upfront cost or long-term commitments to you whatsoever, would you do me a personal favor, help my business and give it a try.

**** (Be quiet and get a positive response) ****

If their answer is “**YES**” ... **Red Apple**---> share the benefits of our service and sign them up.

If they have questions ... **Green Apple** ---> lean on the relationship and say the following:

Listen (their name), I just need a few more customers today – it won’t cost you anything to try, and I can probably save you money. I can also offer you free calls to other ACN local and long distance customers. So could you please do me a huge favor, help me out and give the service a try?

Most Common Questions When Acquiring Customers (Remember to lean on the relationship)

QUESTION: What is the name of Your Company?

RESPONSE: “The name of the company is ACN, which stands for All Communication Network, one of the fastest growing companies in North America. But more importantly, can you do me a huge favor, help me out and give the service a try?”

QUESTION: Why haven't I ever heard of ACN?

RESPONSE: "ACN doesn't spend millions of dollars on media advertising like the largest companies do. Instead, ACN passes these advertising savings onto the customer. But more importantly, can you do me a huge favor, help me out and give the service a try?"

QUESTION: What are the rates?

RESPONSE: "What rates are you currently paying?" (If they don't know, don't get technical). If they do know, say "Great we have a plan just for you. But more importantly, can you do me a huge favor, help me out and give the service a try?"

QUESTION: I like what I have, Why should I switch?

RESPONSE: "I promise you will like ACN just as much, if not more, than your current company. But more importantly, can you do me a huge favor, help me out and give the service a try?"

QUESTION: Who services the line?

RESPONSE: "Your phone service will use the same underlying provider for all equipment and maintenance. You won't see any change in this or in the quality of your equipment or lines. But more importantly, can you do me a huge favor, help me out and give the service a try?"

QUESTION: What if I use my cell phone for most of my calls?

RESPONSE: "Great. Keep using your cell phone. Since you don't use your home phone much, helping me won't change a thing. But more importantly, can you do me a huge favor, help me out and give the service a try?"