

Calling A Business After Sending an Email/Video

Two things to remember:

- 1. The primary goal of contacting them is to make an appointment, not about whether they've read the email/watched the video.*
- 2. Keep your tone warm - speak with a warm smile. Be light whilst assertive.*

Scenario One

No gate keeper.

You: Hello could I speak to [NAME]

Business Owner (BO): Yes speaking.

You: Hi my name is [Your Name] calling from [Your Business Name]. I sent you an email the other day, and I wanted to follow through and find out what you thought.

Response 1.

BO: I haven't seen it.

[remember here, that sending the email and video is not about ensuring they watch it. Yes you've put time and effort into creating it, because you want to provide value, and whether they watch the video or not, it is still value and YOU can refer to it as your reason for calling them. Remember, the outcome of this call is to make an appointment to see them.



Online Local Hero

You: Not a problem, I'm sure you get a lot of emails sent to you each day. And I know you don't know who I am, yet *(smile when you say this)*. Bottom line I just wanted to show you how your business is looking from an online POV, I noticed that you are

[put whatever you notice in relation to what you are leading in with: Google Places, Mobile Friendly, Organic Search etc] . The video I sent you gave you a quick run down of this - 'it's under 5 minutes.

In fact, video aside, I'd like to come in and give you a bit more detail on this, specific to your business. There's no expectation that you have to say yes to anything. I think the most important thing is to give you a clear idea of exactly what your business's state is from an online POV, and where it should be, and then I have some ideas on how to bridge that gap, that may or may not appeal to you, either way it's useful for you to know.

How would this Thursday at 3pm suit you?

(see how even though they haven't seen the video, your primary goal is to get a time to get in front of them. When in front of them, you then want to get them to agree for you to provide a proposal)

BO Offer Objection: Do not have the time, When I have the time, Not today etc etc

You: How are you placed for early next week? Maybe Tuesday, is the morning or the afternoon better for 15 minutes? We can do it over coffee if getting out of the office for a short while is appealing?!

BO: Yes OK will do -

You: Fantastic, I will be at your (building, premises, office, shop) [day & time] sharp!



Online Local Hero

NB: If they were to answer initially and suggest they are too busy to talk to you, then say something like:

You: When would be a good time to call you back?

A key is always to use active language, not passive. An alternative:

You: Ugh, I know that feeling. How about I call you early next week. I'll try for Tuesday unless you would like it a few days later?



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Response 2.

BO: Yes I watched it and found it interesting...

You: Fantastic! What was interesting to you about it?

[Wait for answer – answer will determine your response. Here’s an option:]

You: Yeah, you’re on the right track

OR

You: Yeah it’s a bit hard to get your head around at times. Google has it’s particular way of operating and you have to know what that is, and it changes regularly as well – so you need to be up with those changes.

Now I’d love to speak with you in person, say for 15 minutes, as I have no doubt you’re time poor. I’d like to understand your business more. As I am somewhat of an evangelist for small business, and I hate seeing good businesses and people being buried online, when right now Google is making it very easy for a local business like yours to succeed, when you know the inside tips on how, which I'm happy to share with you when we meet.

Would Wednesday at 3pm suit you?.....



Online Local Hero Scenario 2.

Getting past gate keeper

GK: Good morning, [Business Name], Julie speaking, how may I help you?

You: Hello, [Julie] Could you please put me through to [Name]

Response 1.

GK: Could you tell me what the call is in connection with?

You: 'm following through on an email I sent to [Name] the other day.

GK: Just one moment....I've just spoken to [Name] and his response was that we already have someone dealing with our online needs

You: That's great to hear. I am not looking to replace your current online person. Can you please put me through to [Name], I can promise you and he it's not a pitch 😊

[Remember you don't need to go into detail with the gatekeeper or fear them.]



Online Local Hero

Scenario 2.

Getting past gate keeper

If you happen to get a very difficult gatekeeper - honestly they're not that fearsome! You then want to get them onside by connecting with them. If they seem to be fencing you, I'd respond with something like:

You: [Gatekeeper's name] How would you suggest I go about getting to speak with [Name]?

OR

You: I appreciate you and he may get calls with people offering things. And yes I too have something to offer, however over and above all of that, right now I am seeing a real problem for his business online. And I'd like him to at least hear what I have to say, and then make the choice of never seeing or hearing from me again (say with warmth and a light touch).

How do you think I can get in front of him then? ☺

Response 2:

GK: He's not available

You: When would he be available? Is it better to call later today?

GK: You could try after 5pm



Online Local Hero Scenario 2.

Getting past gate keeper

GK: He's very busy at the moment and is difficult to get hold of, can I get him to call you?

You: Absolutely, my number is [number] and my name again is [Name], and if I haven't heard from him by this time tomorrow, I'll give you a buzz again. Thanks so much for your help, have a lovely day.

To reiterate, your primary goal is to get in front of the business owner. You want to demonstrate value. Remember too, as people imagine the Gatekeeper is going to interrogate them. It really is none of their business to know the details. So without being rude, if you strike a tenacious gatekeeper, it can be appropriate to politely acknowledge that it is the business owners end decision.

For example if they enquire what it's to do with exactly (which is highly unlikely!) I'd say something like: 'It's to do with something I see affecting Name's business, and I'd like to discuss this with him/her for him to make a decision on it' .

