

Competitive Advantage Statement Outline*

"Hello, is this (insert prospect's name). My name is (insert your name). I represent (insert your company's name)."

"I'm calling today because, depending on what you're doing/using/experiencing in the area of (fill in with your area of specialty), there's a possibility we might be able to help you (**fill in with 1. Minimization Verbs**) your (**fill in with appropriate 2. Undesired Noun**) while at the same time (**fill in with 3. Maximization Verb**) your (**fill in with appropriate 4. Desired Noun**). If I've caught you at a good time, I'd like to (**fill in 5. Action Verb**) your situation to see if this is something (**fill in with appropriate 6. Ending Phrase**). "Would three o'clock Wednesday afternoon be okay? I look forward to meeting with you next Wednesday afternoon at three o'clock. Thanks for your time."

1. Minimization Verbs	2. Undesired Nouns	3. Maximization Verbs
✓ save	✓ costs	✓ strengthen
✓ consolidate	✓ problems	✓ reinforce
✓ salvage	✓ annoyance	✓ increase
✓ free up	✓ expense	✓ add
✓ cut down on	✓ waste	✓ maximize
✓ reduce	✓ work	✓ create
✓ shrink	✓ effort	✓ enjoy
✓ combine	✓ worry	✓ help
✓ minimize	✓ trouble	✓ intensify
✓ eliminate	✓ restriction	✓ boost
✓ lessen	✓ inconvenience	✓ grow
✓ soften	✓ charges	✓ enhance
✓ slice	✓ hassle	✓ build
✓ modify	✓ drudgery	✓ ease
✓ decrease	✓ paperwork	
✓ get rid of	✓ anxiety	
✓ cut	✓ difficulty	
✓ slash	✓ obstacle	
✓ trim	✓ time	
✓ trim	✓ taxes	
	✓ burden	
	✓ labour	
	✓ bother	

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Fill in the blanks to create your own warm-call telephone script from a modern lead generation campaign:

My suspect's name is

"Hi (NAME), my name is

I represent _____

(NAME), I'm calling as a follow-up to

You asked for _____

As you may know, we offer the only

which helps you

Would you like to spend five minutes now exploring this topic further to determine if we should meet face-to-face, or should we schedule a phone chat later this week?"

1. Fill in the blanks to create your own cold-call telephone script.

My suspect's name is

"Hi (NAME), my name is

I represent

_____ suggested I contact you.

(NAME), a typical problem in your industry is

We offer the only

which helps you

Would you like to spend five minutes now exploring this topic further to determine if we should meet face-to-face, or should we schedule a phone chat later this week?"

