**Breakfast Presentation Script**

TIPS: \*\*It would help if you find a MANAGER to speak with. It will be a lot easier. I found out that sometimes if I ask an employee there, they usually tell me that the manager is the one we need to speak to. That will save you some time. However, there are other times where I speak to the employees and they have built such a great relationship with me and they usually will go find out for me and email me immediately. Feel it out. Use your judgment on what you think is best.

**When to ask for a presentation?** At either the 2nd or 3rd visit. The first time you want to simply meet them and get to know them and get them interested. Then the next time you go you want them to trust us and know who we are and what we stand for.

If we have seen them for years and we have never asked them for a presentation:

Marketing Specialist: *(as we end the conversation or as I am walking out the door, pretend like I had forgotten what to say)* Actually, before I leave, I’m just curious… Have we ever provided a breakfast presentation for you all?

**IF THEY SAY YES:**

Referral partner: Why, yes you have!!

Marketing Specialist: Oh we have? Good!! Do you remember when we did that for you?

Referral partner: Hm… about 5 years ago? >>> Or if they object and say: “We have already done a presentation with you years ago and there’s no need for one. We are good; we know your company really well.”

Marketing Specialist: Okay great!! Mrs. Jones, I just wanted to let you know that we have grown as a company and have added many new programs that will help not only your clients but you as well. If you are interested, we would love to share those with you as well as provide you all breakfast again to show our appreciation and thanks for referring us. Is that something you would be interested in?

Referral partner: Oh ok!! We would love to learn the new programs and set it up!! How long will it take and what does it entail?

Marketing Specialist: Awesome! Basically it will run about 30 minutes and we will cover our company’s history, our mission, our values, our services, and how we can help you and your clients make money and save money while referring our services. We are available 8-5 Monday through Friday, when is good for you?

Referral partner: Okay, what about Tuesday, January 8 at 9 a.m.?

Marketing Specialist: Sounds great, would you like to also give me another date/time just in case that one is not available? When I go back to the office I will check our calendar and email you regarding which date is available.

**IF THEY SAY NO:**

Referral partner: No you haven’t.. What’s it about?

Marketing Specialist: Okay \_\_\_, basically it will run about 30 minutes and we will cover our company’s history, our mission, our values, our services, and how we can help you and your clients make money and save money while referring our services. We are available 8-5 Monday, Wednesday, Friday (or Tues/Thurs if its Taylor), when is good for you?

Referral partner: Okay… well we are usually really busy in the mornings… it might not be good for us.

Referral Specialist: Oh that’s all right. We can also do a lunch if that’s better for you all? We are flexible and can work around your schedule. (Don’t let them give you an objection, work with them and suggest doing the lunch if it’s easier for them ☺)

Referral partner: Oh perfect!! Let’s do Wednesday at 12….

\*\*\*If we just added this location on our list and this is either the 2nd or 3rd time we are visiting them, simply ask them:

Marketing Specialist: Hey \_\_\_, would you guys be interested in a breakfast presentation?

And then follow the procedures above…

If they OBJECT: (might be because they don’t feel comfortable enough with us yet. Keep visiting and ask again in 3 months or have me go with you to ask together.)

Marketing Specialist: Just wanted to let you know that we appreciate your referrals and if you ever change your mind we are here and would be delighted to provide you a breakfast presentation.

\*\*\*\*Make this conversational. These are just scripts to help you know what to say if you need it. Please allow them time to respond or talk while you are talking haha)

\*\*These scripts have been proven to work. I use them all the time and have about a 99% closing rate.