Call Script

Respond to Inbound Lead Form Requests for Contact

This call script is designed to help you reach out and respond to people who have filled out an online form asking to stay in touch with [Client]. Follow instructional prompts in blue and customize text in [orange].

Conversation motion:

Step 1: Introduce yourself and your reason for calling.

Step 2: Address the reason they submitted the form, and determine which advertising opportunities make the most sense for this prospect.

Step 3: Determine if they already have an [Client's Property] managed account.

Step 4: Provide information on ads on [Client's Property].

Step 5: Help the customer get started.

Step 1: Introduce yourself and your reason for calling.

Make it easy for the prospect to get the benefit of your call immediately.

> "Hi [client's name]. I'm [your name] from the [Client] team. I received the form you recently submitted on our website and am really excited to work with you one-on-one.

If they completed the Interest field:

> "You noted that you're most interested in [building brand awareness, increasing visibility, driving customer acquisition, all [Client's Property] opportunities], and I'd be delighted to help you with that."

If they did not provide their area of Interest:

> "How are you hoping to promote your business? I want to make sure we discuss the right advertising opportunities for you."

Step 2: Address the reason they submitted the form, and determine which advertising opportunities make the most sense for this prospect.

If they want to get on our mailing list for communications:

> "We'll make sure you receive future email communications from [Client] to help you keep up with the latest."

If they want to learn more about running ads on [Client's Property]:

> "We have many ways to help you get more engagement and revenue for [Customer's Product]."

Proceed to Step 3.

Step 3: Determine if they already have a [Client's Property] account with a rep assigned.

Ask: "Do you already have a [Client's Property] account?"

If yes, tell them to get in touch with the rep on their account:

> "Go to [Client's user interface] Click the Sign In link in the upper right to access your account. Then use the Contact Us link. That will connect you with the right team who can provide help."

If no, proceed to Step 4.

Step 4: Provide information on ads on [Client's Property].

Introduce the solution.

> "Let me give you an overview of the opportunities to advertise on [Client's Property]."

Use the pitch deck. | Overview Presentation [hyperlinked]

Move on the Step 5.

Step 5: If the customer wants to proceed, help them get started.

Help the client set up their new account and get them started running campaigns.

> "If you have time, we can go ahead and get your account set up now."

Refer to the onboarding guide. | [hyperlinked]

Thank the client and make sure they know they can contact you for further assistance.

Congratulate yourself for a job well done!