



Sextant Technologies Cold Call Script

Client: Sextant Technologies, LLC
Agency: N/A
Media: Telephone Script
Audience: IT Decision-Makers
Message: Sextant Can Explain Benefits of Server Consolidation.

BASIC SCRIPTS

Standard Script (Third-Party Endorsement Script)

Good morning, _____, this is _____ from Sextant Technologies. We're an IT consulting firm specializing in server consolidation using VMware software.

We work with companies like _____, where we consolidated all their server functions, including a legacy CRM package, onto one machine, resulting in substantial savings. The reason I'm calling you today specifically is so that I can stop by and tell you more about the success we had with _____. How's _____ at _____?

Great! Let me just confirm your address. You're at _____, right?

That's great! I'll see you _____ at _____.

Referral Script

Good morning, _____, this is _____ from Sextant Technologies. We're an IT consulting firm specializing in server consolidation using VMware software. The reason I'm calling you today specifically is that _____ just suggested I give you a call to set up an appointment. I wanted to know if _____ at _____ would be okay.

Follow-Up Script

Good morning, _____, this is _____ from Sextant Technologies. A number of weeks ago I contacted you, and you asked me to call you back today to set up an appointment. Would _____ at _____ be good for you?

Voicemail Script

This is _____ from Sextant Technologies. My phone number is _____. It's regarding *staffing firm*.

Message w/ Person Script

This is _____ from Sextant Technologies. My phone number is _____.
Would you please tell him/her its in reference to *staffing firm*?

TURN AROUNDS**No Thanks – I'm Happy with What I Have.**

Other people have said exactly the same thing you did. They had the same reaction before they had a chance to see how our VMware installation could complement their existing server system. We really *should* get together. How about _____ at _____?

I'm not interested.

Other people have said exactly the same thing you did. They had the same reaction before they had a chance to see how our VMware installation could complement their existing server system. We really *should* get together. How about _____ at _____?

I'm too busy.

The only reason I was calling was to set an appt. How's _____ at _____?

Send me some literature.

Can't we just get together? How's _____ at _____?

LEDGES**What do you do?**

We specialize in server consolidation using VMware software. VMware allows you to consolidate multiple server functions and operating systems onto one machine. What kind of server applications are you running now?

That's great. We really *should* get together. How about _____ at _____?

How long have you been in business?

Sextant Technologies was just organized this year. Our project managers each have at least 15 years of IT experience, and are very familiar with VMware setups and most of the servers out there. What kind of server applications are you running now?

That's great. We really *should* get together. How about _____ at _____?

How much does it cost?

It depends on the complexity of your network environments. We really *should* get together so you can tell me about your systems, and then I'll be able to give you an idea of the price. How's _____ at _____?

I'm the wrong person to talk to.

I'm just curious, what do you do? What is your role here?

That's interesting. Based on what you've told me, I think we should get together. How's _____ at _____?

=OR= Who should I be talking to?