

Referral Phone Approach

Hey, Mrs. _____? Hey _____! This is (Your Name); I'm not sure if my name rings a bell but I'm actually just a friend of your friend _____! How are you doing today?

Did _____ tell you that I might be shooting you a quick call?

IF no: Okay cool sorry to catch you off guard, she actually mentioned she was going to give you a heads up. So I was over at her house the other day and she said you were super nice and might be able to help me out with some of the goals I'm working towards. Do you have about 30 seconds for me to tell you a little bit about that?

IF call me back: Hey _____ I totally understand, but this will only take 30 seconds... can I just quickly tell you who I am and what I'm doing?

IF yes: OKAY PERFECT, Ms. _____ is so on top of everything! I wouldn't want to be calling out of the blue.

So a little bit about myself is I just graduated from _____, and I'm actually just working with a company right now that's helping me with some resume experience and I'm continuing to grow and expand myself to one day open up my own office. And I also have the chance to win a scholarship through the company! Basically what I do are Cutco presentations, you've heard of Cutco right?

IF NO: Okay cool! _____ no worries! Cutco is just basically some really cool kitchen stuff... we have kitchen cutlery, cookware, flatware and some outdoor stuff and look I know you probably already have a ton of kitchen stuff but I actually get paid just to show it!

IF YES: Awesome! So you know Cutco is just some stuff for the kitchen, knives, cookware, flatware and some outdoor stuff and I'm sure you probably already have a ton of that stuff but I actually get paid just to show you new stuff and even if you have Cutco I can sharpen the knives you do have or even help you send back anything that might need to be replaced!

And right now I am in *THIS HUGE* scholarship contest... so I am working super hard to make sure that I stay on track for my scholarship goal and I actually only need 4 more appointments to hit my goal this week... So Mrs. _____, I wanted to know if I could do a *QUICK* virtual appointment with you over the phone and on a computer really quickly on either __ (Day) __ at __ (time) __ or would __ (Day) __ at __ (time) __ work better for you! It would really help me out!

Thank you so SO SOOO much Mrs. _____! I know this may not seem like a huge deal to you, but this means the absolute world to me. I really appreciate you helping me out with the scholarship I am working towards.

(The most important part of the script is next! Don't hang up yet! Need to firm up the appt!)

Firm Up the appointment = Less reschedules!

Do you have a pen and paper on you so you can jot down my first and last name, NAME: _____
Day: _____ Time: _____, and my confirmation number is 56077974

Also, can you put a smiley face next to my name just so you know what I look like when you pop on ZOOM! :) And could you please put it under a magnet or somewhere that you will see it so you don't forget about me!

Also what is the best email address for you?

Thanks Again for the help, you have no idea how much this helps with the scholarship that I'm working towards!! I can't wait to meet you on Day _____ Time _____.

By the way, I have one more question, just as I said I do get credit for just doing the presentation, but as ___ probably told you, Cutco is a high end high quality product, so just in case you did see some stuff you did want for the kitchen, would you make that decision or would you like your spouse there too?

This appointment is really important to me and I'm counting on it to keep my schedule booked; If something comes up and you have to reschedule, I will not get scholarship credit for this time slot. So are you sure this time definitely works?

Thank you so much I'm really looking forward to our demo!

I cannot wait to be the highlight of your day!