

The “HELP” Script

By John Hoffman

(Name), this is _____ how are you? I wanted to give you a quick call before I headed out. The reason for my call is business related. Do you have a minute?

Great. I've recently started a new business. I'm a Legal Services Broker.
Have you ever heard of a Legal Services Broker?

Most people are not familiar with what we do. This is why I need your help. As a Legal Services Broker we have an inexpensive service, kind of like an HMO, except we provide Legal services. We put families under the protection of thousands of top law firms nation-wide.

We're experiencing incredible growth, and we're presently expanding our business base into the (Prospects city) area. Now (Name) this is probably not for you, but you might know the types of people we're looking for, and I was hoping you could help me out.

I'd like you to take a look at some information on our company so you can become familiar with what it is we do. And based on that, you might know the type of people we're looking for, or maybe someone who could benefit from our service.

Now (Name), before you put your reputation on the line and recommend anyone, again I would like you to get a better feel for what it is we do. If I send you some information would you take 15 minutes to review it? I'd like to call you to answer any questions. Is that O.K.? When do you think you could review my site? Would you be able to look at it today or would tomorrow be better? Would day or evening be better? Great, I'll call you back at (Time) on (Day).

I really appreciate you doing this for me. Now I want to make sure I have your correct e-mail address and a day and evening phone number for you. What's your current address (is it still.....)? What other phone number can I reach you at? I'll send you the E-mail right now. Thanks for your time! I look forward to talking to you (Day) at (Time)
Bye.