

## Sample Script for Current Customers

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*Hi \_\_\_\_\_, my name is \_\_\_\_\_ from \_\_\_\_\_. Thank you for taking the time out of your busy schedule today to talk to me. I was wondering if I could ask you a couple of questions. Do you have an email address?*

*\_\_\_\_\_, what is it that you like about our products or services?*

*In your opinion, what it is that I can do to improve my company or service to you?*

*Do you have a particular time of year that works best for you that we could sit down and plan out some promotions for you?*

*(Perhaps your could help him or her plan out what they would use for a special function, or an upcoming event.)*

*Ask if they have some employees that they would like to recognize for great performance.*

*Ask if they have a personal special occasion that they will need a personalized gift. (You might just as well be the one to get that business! Let them talk and listen-Take Notes )*

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***I am creating a way that will keep you informed of all of our new services, updates and any new products that we are carrying. I would like to invite you to visit our website at \_\_\_\_\_ and sign up for our \_\_\_\_\_. By doing so, you will be one of the first people that will have access to any of our specials!***

*(This would be your Automatic Emailing System & Blog-Invite them to visit your website and sign up for your FREE giveaway-I show you how to create this in the Embroidery Business Marketing System Program at [www.EmbroideryBusinessMarketingSystem.com](http://www.EmbroideryBusinessMarketingSystem.com))*

***Is there any type of gifts or promotional products that you are looking for that you have not been able to find?***

*(Make sure that you listen to everything that they have to say. This is extremely important. Remember this is not a sales call. You are not trying to sell him anything, you are merely letting him know that you are here to help him with all of his gift giving ideas or needs.)*

*(If you are planning an event you can extend an invitation)*

***I want to let you know of all of our new additions and updates. I would also like to invite you to an open House I will be holding showcasing many of our new products and services. Would that be OK?***

\_\_\_\_\_, ***We now have a Referral Program that would greatly benefit you.***

*(Tell them how the Referral program will benefit them)*

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*Is it OK that I send you some business cards to hand out so that you can start reaping the benefits of our new program right away?*

*Thank you so much for taking time out of your busy day to chat with me for a few minutes.. I really appreciate it. Your input is really important to me. Have a great day!*

After you are finished talking to them, send them a Thank You card with your Business Cards inside and also give them the link to your website/Blog that has your lead capture form on it.

*(I show you how to create this in the Embroidery Business Marketing System Program  
[www.EmbroideryBusinessMarketingSystem.com](http://www.EmbroideryBusinessMarketingSystem.com))*