

## Script For Former Customers

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*Hi \_\_\_\_\_, my name is \_\_\_\_\_ from \_\_\_\_\_. Thank you for taking the time out of your busy schedule today to take my call. I was wondering if I could ask you a couple of questions.*

*\_\_\_\_\_, I know that you are no longer using us as your supplier for your gift items and promotional products. Is there a way that we can change that?*

*If you don't mind my asking, what was it that I did or did not do that made you decide to go elsewhere?*

*(If it is just price, you cannot do anything about this.)*

*Would you mind if I continued to keep in contact with you?*

*Do you have an email address?*

*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))*

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

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*I would also like to invite you to an open House I will be holding showcasing many of our new products and services.*

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

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

*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))*