

WQJJ 97.7 Fox-FM

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Phone Cold Call Procedure

Step 1: Making The Initial Connection.

When someone answers, always introduce yourself and ask for someone who is capable of making advertising related decisions. (Example: “Hello, this is _____ with Jasper’s FM Radio Station, 97.7 Fox-FM and I need to speak with someone who is in management or in charge of making important business decisions, please.”)

The person on the phone with you either will ask you to hold for the person in charge (if this happens, skip forward to “Step 2”) or will inform you that the person to whom you will need to speak is unavailable. At this point, you should either hold for the decision maker or ask “To whom do I need to speak and what would be a good time to call back with some important information?”

If the person on the phone sounds even remotely interested, engage them in conversation and get them to listen to the station! There is nothing like having an “inside sales person” who will help convince management that they really do need to be heard on the radio!

If the person simply tells you to call back later, very politely thank them and make a note to call back and to whom you will need to speak. Keep the notes and **DO NOT FAIL TO FOLLOW THROUGH!!!**

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Step 2: Preliminary Introduction To The Decision Maker.

When you get the decision maker on the phone, introduce yourself and always ask whether or not the person to whom you are speaking is familiar with the radio station. (Example: “Hi, this is _____ and I’m calling from Jasper’s FM Radio Station, 97.7 Fox-FM. Are you familiar with our radio station?”) This gives us valuable information such as whether or not the person may have had bad experiences with our (or other) radio stations in the past.

If the person is familiar with the radio station, you will probably need to explain that you are looking to establish a “working relationship” with businesses in the community so that our businesses can work together to better life within the community. (This lays the groundwork for the introduction of our PSA campaigns.)

You should ALWAYS appear to be interested in the person’s business, what they do, how they do it and what kind of image they wish to project to the community.

Tell the person that you have a new Community Awareness Program that will greatly enhance their image within the community by tying their business name in with the program.

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(Example: “Our radio station is currently involved in a drug awareness campaign in which participation costs very little when the results are taken into consideration and that we hope will make people more aware of things they can do to keep drugs out of our schools and out of our children’s hands. We think that your involvement in this campaign would greatly enhance both the program as well as your business because your participation will be announced on the radio at least four times daily for an entire month and the cost will be just \$332.14 per month. If we could get your company involved, people will know where you stand on these issues and will hear that your business is a part of this effort at making our community a safer place for our children to live and grow up. We can also add some information about your business so that people will be aware of your products, locations, phone numbers, website, email, etc. This alone would ordinarily cost many times this amount on any other radio station and, with 97.7 Fox-FM, you can get your business information on the air and deliver an important message to the community at the same time.”)

At this point, the person should either be receptive to your approach or should tell you “No, I’m not interested.” No matter what they tell you, remain friendly and ask whether or not you would be welcomed to call back with future campaigns and station information. ALWAYS see if you can convert the person to a listener. A listener is also a supporter and time, patience, good intentions and kindness will eventually win them over!

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