ScriptCraft Worksheet

Salutation: Choose how to introduce yourself. Use first name only, first and last name, or Mr./Ms. and last name. Include job title if appropriate. Choose how to address your prospect. Same choices as for introducing yourself.

Opening: Tells the prospect why you are calling. States your offer and uses a question or thought-proving statement to encourage dialogue.

Body: Adds detail to the offer, tells "what's in it for them." Include one or two benefits they would receive by helping you. Relate to past work success, mention high-profile past employers or referral sources, and offer to provide proof, whenever possible.

Close: Tells the prospect what you expect to happen next. Uses assertive, action-oriented language, assumes agreement. Optional closes offer potential future contact.

Common objections: Expect resistance; prepare responses to address it. List some of the responses you might get to your offer (e.g., not hiring, just hired, too busy, etc.)

Alternative responses: Write your response to the common objections you listed. Include an appropriate close for each (start with: That's OK,…, I see,…, or Oh,...,).

Objection	Alternative response

Last-ditch effort: When all else fails, try to get a referral. Write a statement and question that ask for a lead to another potential prospect (e.g., Well, maybe you can still help me. Who can you recommend…?).