

Contact with Video by Phone: Script

Hi, _____, this is _____. Do you have a minute?
{They Reply}

Do you have 5 minutes? I wanted to get your take on something.

{if "No" }

Don't worry about it then. I'll catch you another time. Thanks.

{end the call.}

{if "Yes"}

Great. It's a 5-minute video some friends of mine put together for this project they're working on, and I wanted to get your instant feedback on it.

If I texted it, could you watch it on your phone?

{if "No," }

That's okay, I'll email it to you. What's your email address?

{after they give it}

Great. I'm want to get your instant feedback, so if I called back in 10 minutes, would you have watched it by then? It's only 5 minutes.

{if "Yes" }

Great. I want to get your instant feedback, so if I called back in 10 minutes, will you have watched it by then? It's only 5 minutes.

{They Reply}

Great. I'll send it right now. Talk to you at _____. Bye now.

{Hang Up}

If they say:

{“Send it to me now, and I’ll get back to you later.”}

Well, that’s the thing. I was asked to get your instant feedback on it, so if you don’t have 5 minutes right now, don’t worry about it. I’ll catch you another time.

{“What is it?”}

It’s just a 5 minute video overview of this project involving some companies. It’s pretty much self-explanatory.

{Go back and repeat the last unanswered question, or end the phone call.}

{Any other questions}

Have you ever heard of Tyler Libby?

{They Reply}

Well, it will make more sense later.

{Go back and repeat the last unanswered question, or end the phone call.}

Contact with Video by Phone: Return Call Script

Hi, _____, this is _____ again. Did you get to watch the video?

{if "No." to seeing the video}

Okay. Can you watch it real quick? It only takes 5 minutes.

{if "No" }

Don't worry about it then. I'll catch you another time.

{end the call.}

{if "Yes"}

Great. I'll call you back in 10 minutes. Bye now.

{if "Yes." to seeing the video}

Well...?

{if "I'm not qualified" or other negative comments}

That's fine. What was your overall impression of the video?

{They Reply}

That's interesting. I'll be sure to pass that back on to my friends. Thanks for taking a look at that for me.

{Change subject or end the call.}

{if "I'm definitely qualified" or other positive comments, proceed to set up an in-person or online meeting.}

{if "It didn't tell me anything," or any other open-ended comments or questions}

Well, if you remember, near the end of the video it mentioned a few things that would make you "not qualified" to see more info. So based on that, do you think you're qualified to see more, or not?

{They then reply with a positive or negative comment that can be handled above}

{if, at any time, they present steady objections to setting up meeting}

Hey, _____ it doesn't sound like this is a good fit for you right now.

Forget about it. No worries. Thanks for the feedback on that video. I'll catch you another time.

{Change subject or end the call.}