

# GLOBAL REVOLUTION

## Customer Acquisition Script

### Script #1 Charity Script

"Hi, do you have a few minutes to talk? I'm calling because I need a huge favor!"

(Pause and wait for response)

"I'm really excited, I just started with a project that's taking on childhood hunger and I need your support. If I could either match or even save you some money on a bill you are currently paying, would you support my charity and become a customer?"

### Q&A

**What services do you offer?**

I offer home services such as gas & electric, TV, cell phones and more!

**What is the name of the project?**

Project Feeding Kids. We provided over 2.5 million meals within the last 2 years alone.

**How am I helping feed kids?**

Through Project Feeding Kids, we are working directly with the food banks to provide meals to the more than 17 million hungry children in North America.

**How much goes to feeding hungry children?**

Here is how it works...when you become my customer, you feed a child, AND when you pay your select bill every month, you feed another child.

**I like the services I have, why would I switch?**

I promise you will like my services just as much! Also, the reason I'm asking you to become a customer is to support my business and help end childhood hunger in America.

OR

### Script #2 "Why" Script

"Hi, do you have a few minutes to talk? I'm calling because I need a huge favor!"

(Pause and wait for response)

"I just started a new business (state your "why") and I need your support. If I could either match or even save you some money on a bill you are currently paying, would you support my business and try my services?"

### Q&A

What services do you offer?

I offer home services such as gas & electric, TV, cell phones and more!

What is the name of the company?

We have partnered with some of the largest providers in the country, lets look at a service for you and I will give you an example.

I like the services I have, why would I switch?

I promise you will like my services just as much! Also, the reason I'm asking you to become a customer is to help me out, support my business and (state your "why").