

**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”).