

CORPORATE INTENSIVE TRAINING

B2B



CBD PHONE SCRIPT
SHERRI MERRITT, SVP

APPOINTMENT SETTING

- Appointment setting is a specialized skill
- You will MASTER it NOW!
- You have to be organized
- You need a script (STICK TO THE SCRIPT)
- Positive Upbeat Personalities will THRIVE

WHO ARE WE CALLING?

- You need a list
- It needs to be organized
- Use the internet to google local businesses:
Chiropractors, Physical Therapist, Health Food Stores, Veterinarians, ETC
- Order a phone book 866.329.7118 Its FREE for your local counties
- Retail Chains = RED TAPE

DAILY CALL SHEET		
List All Businesses Contacted This Day---Turn In To Sales Manager Daily At 5 p.m		
DATE	SALES EXEC. SIGNATURE _____	
Tel. #	Contact Name	Action to Take

The Script (Introduction)

INTRODUCTION

Good (Morning, Afternoon, etc.) my name is _____, I am a distributor of the OXZGEN line of CBD products here in the (Atlanta, Chicago, etc.) surrounding areas. I would like to know who makes the purchase decisions for your (clinic, store, etc.) May I speak with him/her?

WHEN THE OWNER OR DECISION MAKER IS ON THE PHONE

Hello, this is _____, I am calling in regard to wholesale distributor opportunities with the OXZGEN line of CBD products. Are you familiar with CBD???

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ARE YOU FAMILIAR WITH CBD

(YES) Awesome then you understand that its projected to become a \$22 BILLION DOLLAR industry in the next three years and right now you have an opportunity to get in front of the booming wealth trend. The additional benefit by carrying a CBD line of products is it will not only allow you to add additional retail products with a high profit margin, it will also grow your customer base as well due to the high demand of CBD. Is there a good time I could stop by and show you our OXZGEN line and the distributor opportunity?

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ARE YOU FAMILIAR WITH CBD

(NO) Well CBD is projected to become a \$22 BILLION DOLLAR industry and I would love to stop by and show you how you can get in front of this wealth trend. The additional benefit of offering a CBD line of products in your business is that you will not only add additional retail products with a high profit margin, it will also grow your customer base due to the high demand of CBD products. When would be a good time for us to talk about a distributor opportunity for your location?

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IF THEY SAY YES TO APPOINTMENT

(If they say YES, set the time and date of appointment) Great one last thing, if you find this is a great fit for your business and you are interested, would you be the one to make the final decision or would you need to discuss it with someone else?

(YES) Perfect, I will stop by at the time you set and show you all about it! Have a great day!

You may be still be speaking with the **GATEKEEPER!**
different levels of gatekeepers

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ARE YOU THE DECISION MAKER?

(NO) We find that it is vital to have all of the decision makers in the room, so the information is consistent and we don't waste time, most importantly yours. These distributor slots are going to fill up quickly because we don't want to overwhelm the area, so what would be a good time to meet with both of you?

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IF THEY SAY NO TO APPOINTMENT

I understand how valuable your time is but OXZGEN products have a residual compensation to them that you may not be aware of. Is it possible to get your email address so that I can forward the business opportunity to you for your review, and then I can follow up at a convenient time?

Add contact to your LEGACY APP, set reminder and follow up!

Unless they tell you NOT to call.... Follow up!

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SMILE & DIAL

It has long been a standard advice in sales and customer service to smile while communicating on the phone. As a matter of fact, there is even a term that applies to making outgoing calls: “Smile and Dial.”

According to a [study](#) by the scientists at the University of Portsmouth, human beings are able to differentiate vocal intonation not only between a smile and a non-smile but also among different types of smile. “Smiling affects how we speak, to the point that listeners can actually identify the type of smile based on sound alone...”



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WHAT NOT TO DO!

You will have people that will push you to give a presentation over the phone... **DONT!**
The goal is to set an appointment.

You will have people ask you questions you're not prepared for. Don't Panic! Your response will always be "That's a great question, I will get back to you with a response within 24 hours!"

You will have rude people. Don't Engage! Pray for them and keep it moving!

REMEMBER YOUR WHY! REMEMBER TO SMILE! LIFE IS GOOD!

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BUILD YOUR LEGACY