**Lead Generators**

Sales Call - Phone Script

**Introduction – Begin introducing yourself and the company**

Good “Morning | Afternoon | Evening”,

My name is \_\_\_\_\_\_ with Simple Software, Inc. May I speak to (owner’s name)?

Hi \_\_\_\_\_, I’m an account rep for Simple Software, Inc. based in San Francisco. We are an online software applications provider. We’re currently offering a 50% discount for our online business Time Clock application.

**Q:** **Are you currently using any kind of payroll software?**

* **If yes** – Does it generate your timesheets or simply pay your employees? (most companies have payroll software like ADP but don’t have an electronic Time Clock that will automatically generate timesheets)
* **If no** – Do you generate your timesheets manually? Roughly, how many hours do you spend a week on payroll?

**State fact**

Did you know? -The American Payroll Association also estimates an average of 23 to 49 minutes a day, PER EMPLOYEE, are lost due to long lunches, breaks, early departures, etc.

*--------Refer to ROI Calculator to estimate business savings-------*

How many employees work for “Company Name”?

Number of Employees: \_\_\_\_\_\_\_\_\_\_

Based on the number of employees, our ROI calculator estimates your savings would be (Refer to Total Savings in ROI).

What is your email address so I can send you these figures?

Email: \_\_\_\_\_\_\_\_

**Inform potential client of software service charges**

We usually charge $500 for setup but we’re currently offering 50% off. This price includes setup and training. We only charge $10 per employee, per month. However, currently we’re offering a 35% discount to customers that pay a year in advance. That works out to $6.50 per employee per month. You can choose this option when you receive your first monthly bill.

**Setting up client workspace**

*-------Refer to Setup New Site------*

I’m going to setup your website now while I have you on the phone. If you open your email, you will see an email from Simple Software. This email contains your new website and your login. I’m setting your password to “simple1”. Let me show you how easy it is to use our system.

**Wrapping phone call up**

**-Closing the sale-**

I’m going to send a representative over to your office to add the rest of your employees and train you on the new system. I currently have tomorrow at 3p available. Does this time work for you?

* If yes – Ok, great. Can I get your physical address?
* If no – what time works best for you?
* Ask-would you like an e-mail with a link to our …..

For your meeting, we will need a list of employees and their hourly rate. We will also need a check in the amount of $250, made out to “Simple Software, Inc.”. This covers the setup and training of your payroll manager. The monthly service charge will be due at the end of each month.

Support is always free and you will be assigned a support technician once we complete the setup.

Do you have any questions for me at this time?

**Ask if they would like to set up a meeting**

Confirm, we will be sending Patrick Peterson out to (Company Address) to meet with (Contact Name) on (Date) at (Time). He will set you up and show you how to use our system. Feel free to have him show you all of the tools that come with your new system.

Let me give you my contact information just in case you have any questions.

My name, email address, phone number and our address is:

Simple Software, Inc.

1232 Market Street, Suite 120

San Francisco, CA 94102