Call Script – Hotels

C: Caller (you)
Pc: Potential Client

C: **Hi, I'm calling to speak with the person in charge of food, alcohol and Covid compliance**.

Pc: Can I tell them what this is in reference to?

C: **This is about the state required training for your staff.**
(if they say the manager is not available, ask for the manager's name and email. If you get the manager's name, make a note in the LACRM so you can ask for that person on your next call. If you get the email address, make a note in the LACRM and send a task to Admin Support to send an email and provide the information about the location including that you didn't speak with anyone that we are only sending an introduction email.

You have reached the correct person:

C: **Hi. I looked up your place online…it looks awesome** (or if you know something about the actual location, city it's in, etc…say something complimentary)

C: **We provide the required food and alcohol training…all online. I'm not sure if you are aware, but starting January 2021, Florida is requiring all staff to take an approved Human Trafficking course. We happen to be one of the few who are approved and include a hospitality specific Covid – Best Practices course for every account.**

C: **How many total locations does your company have?**

C: **How many approximate employees do you have?** (if more than one location, get the total amount of employees at all locations combined. If they don't know, you can say "What's the average at each location?" and then multiple that number by the number of locations to get an estimated amount of total users.

- As they tell you the number of locations and users, type them in to this page to get pricing: https://lms.train321.com/#/register.
- Unless they tell you otherwise, just click food handler, alcohol and human trafficking course for a starting point.

Here's an example using 2 locations and 200 users:

- Once you see the estimated price:

C: **Ok, for the required food safety, alcohol and human trafficking courses, the monthly subtotal for all users would be: $X.XX. AND you have earned a discount bringing your total cost per month down to $X.XX.**

C: **If you are interested in paying the year in full, you would receive an additional 10% off.**

C: **I'd like to confirm your email so I can send you a recap of our call**

If a person is trying to rush you off the phone:

C: **Can you please give me your email address and I will send you a quick summary of who we are and how we can help.**

If you can tell they are a decision maker and still have no interest at all/rushing you off the phone:

C: **We can set up a trial account for 90 days, no charge, obligation or payment info taken. When you like it, continue. If not, simply stop using it.**

Pc: We are using another vendor:

C: **That is excellent. I am glad you care about your compliance. What company are you working with?** (write that down in the notes section of LACRM)

C: **We happen to have a 10% price beat guarantee. Whatever you are paying now, we will beat it by 10% and also include two additional courses of your choice at no charge.**
If they talk about an early termination fee, offer to take care of that as well.

C: **Can you please give me your email address and I will send you a quick summary of who we are and how we can help.**

Pc: We can't afford it:

C: **We have packages starting at $0.50 cents per user for the next 90 days…since it is required by law and happens to be the least expensive on the market. We also have the option for your staff to pay for their own training.**

C: **Can you please give me your email address and I will send you a quick summary of who we are and how we can help.**

Saying goodbye:

C: (say their name here), **thank you for your time. Have a great day and stay safe!**