# Milestone 4 Form: Land a meeting with the executive-in-charge

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This form provides instructions for writing a script to use for calling the government about the problem you have identified.

Write the script as a separate document.

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| ITEM | VALUE |
| **Pain Point.** Identify the organizational group that will feel pain if the problem you identified in Milestone 1 occurs. An organizational chart might help you identify that group. |  |
| **Phone Number.** Find a phone number you might call to get connected to the leader of the Pain Point organization. This could well be the main switchboard for the organization. The idea is to speak to a live person who will understand the mission problem you’ve identified, and will help you get connected with someone who can solve it. |  |
| **Phone Script.** Draft the words you will say when someone answers the phone.  The idea of this call is to GIVE away for free the valuable information you have developed to help the agency prevent problems.  Most other people calling are trying to GET something. They want a meeting. They want someone to notice their great capabilities, or they want to find out about an RFP.  But you are not calling to GET anything. You are calling to GIVE away something valuable.  When you’re trying to GET something, it can be hard to get connected to the right person. They’re busy. Everyone is trying to get stuff from them.  But when you are trying to GIVE away something valuable, you get right through. People are very willing to talk to you if you’ve got something valuable to give away.  The call’s purpose is not to promote your company.  Nor is it to land a meeting with an agency executive.  Rather the purpose of this call is for you to selflessly give away valuable information the agency needs to prevent a problem.  The only problem is that you might not know who to give it to.  So, you are going to have to ask for help finding the right recipient for your valuable gift.  If people understand that you are trying to help, they will help you.  Even if you know who you want to talk to, don’t ask for that person.  Instead ask for help finding the right person to talk to.  If you ask for a particular person you will likely end up in voice mail, and never get through.  The idea is to make sure you always speak to live people as much as possible.  If the receptionist says, “Speak to Mr. X. His number is 202.111.1111. Then ask questions to maximize your chances of getting through:   * Is Mr. X in the office today? * Is he in now? * Do you know his schedule? * What is the best way to connect with Mr. X * Does Mr. X have an assistant who might help me? What is her number?   Make an appointment to follow up with the receptionist in case you call Mr. X and hit voice mail. | **Sample script for conversing with a receptionist**: Hi my name’s Rob Polster and I’m not sure who I need to talk to but I’ve found a problem that could cause the Social Security Administration to pay out millions of dollars per day in fraudulent claims. I can explain how to fix it, but I’ve got no idea who to talk to. Could I trouble you to help me connect with the right person? |