

## Lead Gen Telemarketing – When Reaching Voicemail - Script 1

“Hi Mr. X (or use first name to show familiarity), this is “Callers First Name” of Constructus, Inc. - we’re touching base with you for one reason only – because we’ve noticed that your company is doing very well, it’s growing quickly, and you’ve probably reached the limits of its current accounting or CRM software.

And as you are (emphasis) *well aware*, if a company doesn’t have critical information about every aspect of its operations, its future growth is going to be stunted, and lag behind its competitors. We know that it’s your key decision making ability that earned you the position you’re in today, and we are confident that with the *right software that leaves no stone unturned* to bring you the information to make (emphasis again) *fully informed decisions*, that your company will shatter its revenue goals, and we’d like to help you get there!

Let’s be clear - we aren’t selling anything. We’re concerned consultants who view it as *our duty* to arm business makers like you with the right software solutions so they can take on their competitors, and have full confidence that they will dominate their market.

We don’t want to distract you at an important time, so we’re going to shoot over a fax in the next couple of days that gives you some information on how straightforward and affordable it is to leapfrog your competitors, *and*, make your life a whole lot easier in the process. So check your faxes soon, and if for some reason you don’t see ours, have your admin give us a call at [800.555.1212], and we’ll get it over to you ASAP (ehsapp). Take care, and we’ll talk with you soon.

### (Lead Gen FAX #1)

Here’s the important information we promised in the voicemail...

## Formerly Frustrated CEOs are Now Laughing All the Way to the Bank!

Growing a profitable business is hard work, and positioning your business for growth without taking unnecessary risks is like walking the “razors edge”. Most growing businesses like yours, **who do business internationally**, begin to falter at this stage for one of two reasons:

- CEOs and CFOs suffer from a lack of critical objective data about their internal systems and how their company is performing, or...
- They suffer from an overload of useless data that doesn’t help them to make critical decisions.

*Do either of these sound familiar?* Do you have key areas of your operation that you know need major improvement, but you just haven't had the time to get the necessary insight to allow you to implement corrections and changes to processes that no longer serve you?

Do you have mountains of data available, but it just doesn't paint an accurate picture of your organization, or help you improve profitability?

Constructus, Inc. International understands these problems, and has put together three special reports written specifically to support decision makers like you continue on the course they have started, towards thriving, *highly profitable* companies.

We know you're busy, and don't want to be interrupted. These executive reports about how to avoid the pitfalls that plague most businesses, and increase profitability beyond anything you've experienced so far, are being made available for you to download at your convenience. No annoying salespeople to deal with, no hassles to get in your way.

If you want to be the next CEO to "laugh all the way to the bank", simply visit [www.FinancialSecretWeapons.com](http://www.FinancialSecretWeapons.com) and pick the report that is most applicable to you, or grab all three if you *really* want to make FY09 your best year ever.

**[www.FinancialSecretWeapon.com](http://www.FinancialSecretWeapon.com)**

## **Voicemail Script #2 – follow up to first script**

“Hi [Mr. CEO],

This is [Bill], from Constructus, Inc., sorry I missed you!

I’m following up to make sure you got the fax that we sent over offering you the special reports showing decision makers like you, who do business internationally, how to increase profitability and gain market share.

I’m sure you can imagine how powerful it is to have a complete and accurate understanding of *every system and process in your organization*. We hear it every week from our clients who tell us that they’re now making the best business decisions they’ve ever made – leaving their competitors scrambling to catch up.

The feedback on the reports has been tremendous, so I know you’ll find them valuable. We’ll send over the fax again because we know how easy it is for them to get lost in the shuffle. If you want to grab the special reports right now, just hop online and go to [financialsecretweapon.com](http://financialsecretweapon.com) and download the one that’s suits you best. Then when you’re ready, give us a call - the phone number is on the reports.

Talk to you soon!”

## Lead Gen Fax #2

**[John], we don't want to alarm you, but [their company name] is at a major disadvantage...**

### Here's why...

[Company name] does business internationally, right? And yes, your company is growing comfortably, so far? Well, we hate to be alarmists, but companies just like yours, who are at a critical stage in their growth, face more pressure than any other type of business!

And there are undoubtedly many people, processes, and systems in your organization that *if not corrected*, will eventually force your best customers to go elsewhere, putting your profitability at risk. You've already started to see signs of this taking place, haven't you?

In other words, your bucket has holes in it, and they need to be plugged - ASAP. It's not your fault! - No CEO or CFO of a fast-growing company has the ability to recognize and solve systemic problems *the instant* they creep into the picture. But at this point, failure to identify and plug those holes will become more and more costly, and time is not on your side...

We have **documented these challenges, and how to solve** them in a series of three Special Reports written for companies of your size who do business internationally.

Each one deals with a different aspect of the challenges your organization is facing. We've uploaded these reports to [[www.financialsecretweapon.com](http://www.financialsecretweapon.com)] for you.

We strongly encourage you to familiarize yourself with these three reports that outline problems that will seem "uncomfortably familiar" to you. But, they also outline a solution that, once implemented, will help you lock in your best customers, improve efficiency across the board, fix the systems that need fixing, and to *kick profitability into high gear...*

**[www.FinancialSecretWeapon.com](http://www.FinancialSecretWeapon.com)**

Don't delay, visit now.

## Follow up Voicemail Script #3 , final.

"Hi Mr. [CEO last name],

This is [Bill]. I've been trying to reach you by phone, and even sent over a couple of faxes, but haven't heard back from you. I know you're a very busy man, and there's probably a million things that have your attention today.

But listen, I want to apologize.... I'm not sure if I made it clear enough to you, that Constructus, Inc. is also a company that does business internationally. We completely understand what it's like to run a company that spans multiple time zones, speaks many languages, and puts together business deals that transact in more than one currency. And that's just to name *a few* of the challenges!

And if I didn't make it clear to you that we can help you identify and fix the systems and processes that *you know need fixing*, then I've done you a disservice. So I just wanted to apologize, and let you know we're here when you're ready.

... Oh,... and if you'd like to learn more about the challenges that your competitors are working hard to solve within *their organizations*, and how you can position yourselves to be immune from them, please give us a call at [800.555.1212], or you can visit our website at [www.financialsecretweapon.com](http://www.financialsecretweapon.com). Take care!"