



NPF CALL SCRIPT

TWO PRIMARY GOALS

- **Get prospects on a teleconference call with Nonprofit Fire**
- **Sign up prospects as Nonprofit Fire clients and earn commissions**

CALL NOTES

1) Remember that rejection is an illusion. Just because somebody doesn't want to talk to you doesn't mean that you've failed, much less that the person you called is rejecting you.

2) Seek to build a relationship. You are not calling simply to sell but rather to build a relationship. If the prospect does not want to build a relationship right now, then you can build it later.

3) Be professional but curious. Being professional means no false friendliness. Being curious means that you're interested in the prospect and observant of his or her reactions.

4) Do not read the script over the phone. Instead, practice the script so the words emerge naturally, as you are speaking.

5) Also, when you ask a question as part of the conversation, stop and actually listen. Don't plow through like a carnival pitchman. This is about having a conversation, not about getting the words out of your mouth.

6) Ultimately, your goal is to establish a sale. But before that can be accomplished, you will need to schedule a conference call with the prospect and Nonprofit Fire (and ideally yourself, which is how you'll learn more). Getting the prospect to a conference call is an important goal.

7) Be sure to review the "**NonProfit Fire Sales Rep Guidelines**" for information on which nonprofits are not qualified, as well as additional information. Also, avoid answering questions about the program that are not already answered on the NPF website and videos. Google Ad Grants is a powerful opportunity. Don't exaggerate or misrepresent it.

8) Call first. (Use email for follow up). Use **Guidestar.org** (free) to find the contact information of nonprofits in your area.

9) Finally, if you have suggestions that can improve the following script, please feel free to send them to Nonprofit Fire for the potential benefit of others.

THE OPENER

Ask to speak to whoever is in charge of fundraising. (Usually the Executive Director)

“Hello [prospect], this is [your name] from Nonprofit Fire. Have I caught you at an OK time to discuss getting a free grant for your nonprofit?”

In most cases, the prospect will respond one of three ways:

1. “It’s always a bad time, but what’s this all about?” Continue to **“2-MIN CLOSE.”**
2. “No, this is not a bad time. What can I do for you?” Continue to **“2-MIN CLOSE.”**
3. “You know, I’m glad you asked, because I’m right in the middle of heading out the door. Call me [at some future point in time].” Jump to **“CALL LATER.”**

2-MIN CLOSE

“[Prospect], I’m sure you’re busy and I want to respect your time, so I’ll be brief. The reason for my call is this: We provide free information on getting Google Ad Grants and free training on how to use it. We also provide paid services, as well. Rather than take up your time right now to go over the details, I’d like to email you a link to a 2-minute video that introduces what you can do with Google Ad Grants. Would you be willing to spend 2 minutes at your convenience to learn more?”

You will probably receive questions. However, until you have enough experience to answer such questions, you simply want to get the 2min video in front of them, which will also allow them to get lots more information on the website.

“You have some good questions. I’m new at this and I would rather not give you incorrect information. However, if you can watch this 2-minute video, you’ll be able to gain enough introductory information about Google Ad Grants and using it to create a Perpetual Fundraising Engine, that you’ll be able to determine if you would like to spend some additional time getting more details. There’s even an 8-minute video under the 2-minute video, if you want to become more informed. Would it be OK if I send you this 2-minute video and then follow up in a few days to see if you’d like to learn more?”

You may need to repeat that in various ways. Here’s what you want to accomplish:

- Gain agreement to watch the 2 min video
- Get their email to send the video link -- <http://nonprofitfire.org/fundraising/>
- Set up a follow up call (Be sure to email the link!)

CALL LATER

"[Prospect], Let's schedule a time I can call you back I'd also like to send you a link to a 2min video."

- Get their agreement to watch the 2 min video
- Get their email to send the link to the 2 min video
- Set up a follow up call.

FOLLOW-UP CALL

When you call back for the scheduled follow-up call, the prospect will have questions.

"Those are great questions. Since I'm new at this I would rather not give you incorrect information. Instead, let's schedule a conference call with someone who is an expert at this service and you are welcome to have as many others on the call as you wish."

Get three different dates/times that work for the prospect and forward them to Nonprofit Fire. We'll make one of those times work at Nonprofit Fire.

PRICING

Here is how to respond to pricing questions:

"We provide free and paid services. Paid services start as little as \$360 per month. Since there are a number of moving parts and there are different pricing levels, a conversation with an expert aids better understanding. Would you like me to send you a price list and schedule a call?"

2-MIN VIDEO

This is the link to the page with the 2-min video. There's also an 8-min video lower on the same page.

<http://nonprofitfire.org/fundraising/>

THE FIRST VOICE MAIL

Most of the time you will not speak to the right person or anyone at all.

“Hello [prospect], this is [your name] from NonprofitFire.org at [your phone number]. The reason for my call is to inform you about our free and paid services on getting and using Google Ad Grants for nonprofits. I’m emailing you a link to a 2-minute video that introduces our program. I’ll use the contact form on your website to send the link. I’ll call you next week [at X time] to see if you would like to learn more. If that’s not a good time to call you, just respond to my email with some times that are better for you.”

THE SECOND VOICE MAIL

You still have not spoken with the right person. Continue to leave voice mails like this for many weeks, which can increase your opportunities for scheduling a call.

“Hello [prospect], this is [your name] from NonprofitFire.org at [your phone number]. I left you a voice mail last week and also emailed you a 2-minute video about our Perpetual Fundraising Engine for nonprofits that uses Google Ad Grants. I’ll re-send it in case you didn’t get a chance to see it. I’ll call you next week [at X time] to see if you would like to learn more. If that’s not a good time to call you, just look for my email and respond with some times that are better for you.”

VOICE MAIL FOR SCHEDULED FOLLOW-UP CALLS

In this case, you have spoken with the right person and scheduled a follow-up call and are now calling at the scheduled time, but you get voice mail.

“[First name], you asked that I call you at this time, but it looks like you’re out. Call me at [your number], but if I don’t hear back from you by this Friday, I’ll call you on [a few business days from now].”

Call back when you said you would. When you actually do so, you’ll separate yourself from 95 percent of the folks out there. When you call back, one of two things will happen.

You get through to the prospect. Go back to **“FOLLOW-UP CALL”**

You get the prospect’s voice mail. Repeat this **“VOICE MAIL FOR SCHEDULED FOLLOW-UP CALLS”** (Vary script to accommodate later date/time).