



EXAMPLE SALES PITCH

Mr. _____, I would like to speak with you about controlling costs.
Are you responsible for controlling costs?

1. What is your company doing to control costs?
2. What areas does your company have audited?
3. How much are your company's utility and telecommunications budget?
4. How does that compare as a percent to your overall budget?
5. Of these expenses, which is your biggest concern?
6. What verification process do your current bills go through?
7. Do you feel that spending \$_____ is enough to cause concern about the accuracy of your bills?

The prospective client's answer to number 5 will tell you what to focus on in order to transition to the close. The audit is a free service and we advocate using a questioning and counseling approach along with silence to get the signature of the decision maker.