

Potential Calling Script

Full Script – Initial Call

Hello Mr. _____, My name is Guy Cassidy. For 20+ years I have been President and CEO of manufacturing businesses supplying the vehicular and industrial markets. My direct number is 630-470-7468. The number again is 630-470-7468. I am partnering with Blackmore Partners, an Investment Buyside Advisor in Private Equity. The purpose of my call is to schedule a quick 15 minute call with you to give you more information about my plan to build a leading global company that separates itself as a leader in its markets. Perhaps there is an opportunity to collaborate in building this exceptional company. Please leave me your email address when you call me back, so that I can send you information about what I intend to accomplish and arrange a call to begin a mutually beneficial dialogue. I look forward to talking to you soon. Thank you and have a good day.

Full Script – 2nd Call

Hello Mr. _____, My name is Guy Cassidy and I am following up with you on a previous call that I made to you. For 20+ years I have been President and CEO of manufacturing businesses supplying the vehicular and industrial markets. My direct number is 630-470-7468. The number again is 630-470-7468. I am partnering with Blackmore Partners, an Investment Buyside Advisor in Private Equity. The purpose of my call is to schedule a quick 15 minute call with you to give you more information about my plan to build a leading global company that separates itself as a leader in its markets. I believe that the growth in emerging markets and in the supply and application of sustainable electrical power will provide attractive near term and long term opportunities for creative companies. Perhaps there is an opportunity to collaborate in building this exceptional company. Please leave me your email address when you call me back, so that I can send you information about what I intend to accomplish and arrange a call to begin a mutually beneficial dialogue. I look forward to talking to you soon. Thank you and have a good day.

3rd Call

Start out the same and acknowledge that I understand his doubts about returning my call as I have experienced many similar calls. However, on the rare occasion that I received a call from a CEO, I always found it worthwhile when I returned the call. My intention is to also confirm that you have received my calls.