

Phone Call Template

Context:

First of all it's important to adapt each phone call with the industry or person you are going to call. For example if you were to have been making phone calls to hospitals and schools boards. We have learned through past calls that these two industries are different. Hospital and Health Care industries are very busy, so the calls have to be quick and efficient, we have to say just the keywords (from your script) and schedule a longer call when people are available. In School industries people are not as busy and most of the time, because they are in learning and teaching environment they like to ask questions. The goal here is to explain very quickly who you are, and ask for a 15 minutes conference call.

In both case, the main thing is to be confident and friendly, consider the person you are talking with as a person like you.

- Create a working company DBA – “Healthy Foods” “ECOSYSTEM”; make up any name that inspires you. When you call you state your name and your DBA
- Call each target no less than twice a week to get a call back– if you do not follow this rule of thumb, you are wasting your calling time and ours working with you.
 - o After you have call with a potential seller, follow up once a month by email and phone to see if anything has changed that would lead to a sale
- Ask for the email of the executive you are calling
 - o Email scheduling and responding are easier for the busy exec.
- 5-11 messages to get a call back - this is why you want to call twice a week!!
- 99% will say no first round. After a no, you reach out once per month to see if anything has changed.

1st Call:

- LVM with full script, even if you got email from other source ask them to leave you their email in a message to confirm it.
- If you have email state that you will send them one.

Script example:

Hi _____,

I am _____ calling from X , E-C-O-S-Y-S-T-E-M. (Spell your name if your name is not easy to understand) My direct number is 716-748-7572 the number again is 716-748-7572. My company ECOSYSTEM is Backed by Blackmore Partners, an Investment Bank/Buyside Advisor in Private Equity. The purpose of my call today is to schedule a quick 15 min conference call with you to give you more information about my the industry roll-up I am putting together. Perhaps we can put together a “Joint Venture” to work together after I get my first platform company. When you call me back leave me your email address so that I can send you more information about what I am trying to accomplish. And get started with the whole process. Thank You.

2nd Call:

- Start out the same, mention the Blackmore, your phone number, and that we want to schedule a 15 minute meeting
- Mention something different about the goals, your thesis; or maybe they know other targets in the \$35M + Revenue.
- If you have their email state that you will send them one so they can easily schedule a brief call with you.
- If you do not have the email, keep asking them to leave it.
- Again, you need to call the same target at least twice per week to have them take you seriously!

3rd Call:

- Try to be friendlier with this call mention the company, phone number, and try to schedule 15 minute meeting.
- Maybe mention the assistant's name or a joke about how you have tried to contact them. The intention is also to know if they have gotten our message/emails.
- If you have their email state that you will send them an email and they can respond back with a time for a 15 minute meeting next week.

4th Call to 11th call :

- State your name and company, purpose of this call is for a 15 min conference call.
- Say a joke about the times you've called – “you either find me annoying or appreciate my persistence! In either case you will keep trying till you reach each other.”
- Mention that you will keep trying to reach them and that you will follow up with an email.
- After the message, you should try to contact his secretary, assistant or staff in his/her dep. See if we can forward your msg and email to the person.

Script example:

Hi _____,

I am _____ calling from (Ecosystem. My number is 716-748-7572. By now you either find me annoying or appreciate my persistence. Again the purpose of my call is to set up a quick 15 min conference call. Ecosystem is an acquisition based entity backed by Blackmore to buy companies in the X space. When you call back leave me your email address so that I can send you more information about us. Thank You. Have a nice day.

Once you schedule the call with the seller, what to cover:

Deliver your message above

Share your deal thesis

Backed by Blackmore that brings the \$\$\$ folks. They work with over 1500 PE firms in the US.

My background is....(need points to establish your credibility as steward to take the company to the next level)

My funder will be expecting me to get an IRR of 30% on Equity with a hold period of 5 yrs + or minus. This is an opportunity for you to take all your money off the table or leave some in and get a double payday!

If interested, on our next call, I would like to include Gerald O'Dwyer, Managing Director of Blackmore Partners.

Speaking to secretary or assistant:

- They have all the information
- Ask for email, if they say they can't give it out ask for theirs so they can forward it to the person.
- Ask for extension if you don't have it.
- When are the best times to contact the person.
- Ask to be put through to voice mail
- If leaving message with assistant state; name, company, phone number, what the company does, that we want to schedule a 15 minute meeting.
- If they say we are not interested say we still want to give you our information for future projects and bids.

Speaking to the person:

- State name, company, ask how they are doing, briefly explain what we do, then ask for the 15 minute conference call, mention early mornings late afternoons work best for us, but we will work around your schedule.
- If they say we are not interested say we still want to give you our information for future projects and bids.
- DO NOT FORGET to ask for their email if you don't have it, have them spell it out. Make sure you have the email correct.
- If they ask about more information about the company say everything you have from the other voice mails and emails because they might have never listened to or read enough of the email to know anything about us.
- If they want more, mention how our company will be better detailed in the conference call and ask again what times are good for them to change the subject.