

“Solutions Provider” Script

This is the e-mail/voice mail script that Dave mentioned in his May 2004 column in Quick Printing.

Hi, my name is [Your Name, first and last], and I'm with [Your Company Name] (here) in [Your City]. I'd like the opportunity to sit down with you to talk about your printing needs. I think the chances are pretty good that you have needs that match our capabilities, but what I really want to know is whether you've any had problems meeting those needs.

You know, a lot of salespeople try to pretend they're not salespeople by calling themselves "solutions providers." And actually, I think a lot of my current customers would tell you that I am their solutions provider, but I'm not going to pretend that I have a solution to your specific problems because I don't know what they are, or even if you have any! I think it's worth some of our time to explore that, though, so please give me a call at [Your Phone Number] and let's set a time to get together.

Thank you!