

# Handout

## ***Getting the Meeting***

### *Scripting the Call*

#### **Step 1: Introduce Yourself & Your Organization**

#### **Step 2: Take the Curse off the Call**

#### **Step 3: State the Purpose of the Call**

*Possible Lead-in Statements:*

- Refer to a communication you have already sent the prospect (direct mail piece; email; etc.)
- Bring up an upcoming event that the prospect may want to attend.
- Mention the donor or person who referred you to this prospect.
- Reference that your organization has just launched a new program that you know is of personal interest to the prospect (based on pre-approach information).

#### **Step 4: Make an Interest-Capturing Statement or ask a Question**

#### **Step 5: Request an Appointment**

#### **Step 6: Overcome Resistance**