**Program Call Guide For:**

**/Client Name/**

**Month Day, Year**

**Program Manager Name:**

**Program Manager Telephone:**

**Program Manager Email:**

**Call Guide Summary:**

This call guide is what TSL will use as background prior to our conversations with prospects. TSL does not script our calls. Rather, TSL looks to position your company in the best possible light while gaining customer intelligence on categories of information relating to the business drivers (pain) and the potential strategic solutions the prospects need to implement. TSL takes a **consultative sales** approach and looks to engage the prospect in a discussion rather than ‘pitch’ them on any particular product or service.

The call guide questions are examples of what we will use to obtain leads and intelligence during the calling campaign.

**Company Overview:**

[THIS IS A GENERAL OVERVIEW ABOUT YOUR COMPANY (e.g. LOCATIONS, FULL BREADTH OF SERVICE OFFERINGS, ETC)]

**Solution/Service Overview:**

[SUPPORTING INFORMATION ABOUT YOUR COMPANY’S SERVICES/ SOLUTIONS]

**Target Audience**

[TARGET CONTACTS IN ORDER OF PRIORITY]

**Call Introduction/Road Map**

[CLEAR AND CONCISE INTRODUCTION OF COMPANY AND SERVICE/ SOLUTION]

**Discussion Points**

[ENUMERATE SERIES OF QUESTIONS THAT WILL ENCOURAGE A CONVERSATION, WHILE AT THE SAME TIME, UNCOVER THE PROSPECT’S NEEDS AND CURRENT ENVIRONMENT/ SITUATION. (In order of importance)]

1. Question 1
2. Question 2
3. Question 3
4. Question 4

**Background Questions**

[ENUMERATE SERIES OF QUESTIONS THAT WILL HELP DEVELOP A CLEARER PICTURE OF HOW THE PROSPECT IS DOING “IT” TODAY (CURRENTENVIRONMENT/ SITUATION. (In order of importance)]

1. Question 1
2. Question 2
3. Question 3
4. Question 4

**Deeper Dive Questions (where applicable)**

* **Initiative Questions**
* Tell me more about your project or plans to change?
* What do you hope to achieve?
* What features and benefits are important to your organization/efforts?
* **Compelling reasons to change / consequences for not changing**
* What is your main motivation for change?
* What happens if you do not change?
* What benefits do you expect to receive from changing?
* What are the business drivers of this initiative?
* **key issues**
* What key issues will you look at in your evaluation process?
* What would you like to see from a provider?
* **Budget**
* Do you have a budget in place for this initiative? If so, are you able to disclose the size of the budget?
* If you have not established a budget, when do you expect to establish?
* Do you have a rough estimate as to the size of the budget?
* Do you anticipate a minimum budget threshold?
* How much do you anticipate investing?
* **Decision making process**
* What is the decision making process and how many people are involved?
* What is the prospect’s role in the process? Is there a final decision maker?
* How will the decision be made?
* **Timeframe**

When will you make a decision on this initiative? When do you expect to start?

**Next Action/ Offering:**

[List any special next actions or offers that can be presented to the prospect]

**Voicemail (Optional):**

Hello, I’m calling on behalf of [AAAA] and IBM. [BP Name Here] specializes in helping companies [XXXX]. To learn more or to find out about our [YYYY] you can go to [COMPANY WEBSITE] or call us at [123-456-7890]