**Cold Call Conversation Script**

**INTRODUCTION**

“[*PNM first name*]. My name is [*caller first name*].

Referral

We haven’t met yet, I got your number from [*referral full name*]. You know [*referral first name*], right?

1. Yes – “Ok great!”
	1. Did [*referral first name*] tell you why [*he/she*] gave me your name?”
		1. Yes – “What did [*referral first name*] tell you?
		2. No – “Ok great! So here’s the deal…”
2. No – “Alright! So here’s the deal...”

Tabling

I was one of the guys doing the (*activity type*) in (*location*). You remember that, right?

**PITCH**

Referral

I’m doing a project on campus and I’m trying to connect with top performing students here at [*institution name*] to learn what students want out of their college experience.

1. I had a great conversation with [*referral full name*] about this already, and [*he/she*] said you are someone who I should definitely talk to because you could help me out.

Tabling

I really appreciate your help on that. I am working on another project and trying to get some feedback from as many people as I can.

1. All I need is about 10 minutes to ask you a couple of questions.
2. What time do you get out of class tomorrow or have a break for 10-15 minutes? Perfect!
3. Do you know where [*common spot on campus*] is?
	1. Great! Lets meet there at [*time*] to chat.
	2. [*description of location*]
4. I’ll send you a text tomorrow to let you know where I’m sitting and how to spot me.
5. I’ll see you at [*time*] in [*common spot on campus*], thanks [*PNM first name*] I really appreciate your help!

**CONVERSATION NOTES**

If they ask for more specifics while on the phone share this:

* Q – What exactly is this project?
	+ A – Trying to learn more about what people think about the campus and types of events.
	+ A – This is a student organization that’s focused on leadership, service, lifelong friendships, networking, and academics.
* Q – I’m not interested in the organization
	+ A – Perfect! I’m not trying to recruit you to it, I just want to get the feedback of non-biased students like yourself.
* Q – Why do you want my opinion?
	+ A – (*referral first name*) said you would be a great person to get feedback from
* Q – Why in person and why not on the phone?
	+ A – I’m on campus almost every day and I enjoy the opportunity to at least meet with the people who give me feedback.
* Q – This is a fraternity, right?
	+ A – Yes, I am trying to start a fraternity to help redefine what it means to be in a fraternity.
	+ Q – Are you someone who would typically join a fraternity here at [*institution name*]?
	+ A – (Regardless of yes or no, we want to talk to them therefore we answer with): ***“Perfect!”*** If they said:
		- Yes – “Awesome, I can’t wait to meet with you!”
		- No – “You are the type of person I’d like to learn from. The type of person that isn’t interested in fraternities. You are unbiased.”