



Document 16-01

Call Outline – Product Support

Situation: Customers who may be interested in a special or promotion (after initial call has been made)

- Smile!
- Verify – You have the correct contact.
- Clarify – “Hi, this is _____; I’m your account representative at <your organization>. Earlier we talked and I updated and verified your equipment information.”
- Compelling Reason to Call – “You asked me to give you a call with any specials or promotions our organization is running that may be of value to your business. We’re currently running a special on hydraulic oil. If you have a moment, I’d like to ask you a couple of questions to see if this special is something we should investigate for your business.”

Open-Ended Questions:

Needs: Tell me how you determine when to change the hydraulic oil in your machines.

Buying Committee: When you purchase maintenance supplies like hydraulic oil, what is your buying process?

Risks: Describe how your equipment is currently being used.

Closed-Ended Questions:

Needs: How much hydraulic oil do you consume in a month?

Risk: Is contamination control important to you?

Needs: What kind of hydraulic oil are you using right now?

Timeline: What is your current inventory of hydraulic oil?

Typical Next Steps: An order.

Close:

Business Proposal: Based on our conversation, I’d recommend you purchase <quantity> of hydraulic oil. Your investment will be only <cost>. I can have the order ready for delivery today.

Closing Statement: May I place this order for you?