

## Orphaned Client Letter

Dear \_\_\_\_\_,

I recently accepted a position at \_\_\_\_\_ as a commercial account executive, specializing in small business needs. Your previous account representative is no longer with \_\_\_\_\_ and I have been assigned to your account. My first goal is to get to know you and build your confidence and trust in my abilities to take care of all your transportation needs. I will be giving you a call in the near future to verify that we have correct and current information about you and your company. That will allow me to include you in our business networking program that helps businesses in our area, like yours, to grow.

In the meantime, if there is any way I can be of service to you, please give me a call. I look forward to talking with you.

Thanks for your past business, we appreciate it.

Sincerely,

\_\_\_\_\_

## Orphaned Client Script

**Purpose:** Get customer service appointment or network appointment.

**Goal:** 30% success rate getting appointments.

**Script:** Customer service follow up.

SC (sales consultant)- "Hello, this is \_\_\_\_\_ with \_\_\_\_\_ . This is a courtesy call. I am doing a quick update of companies that have used our services over the last three years and you are on our list! Could I ask you a few questions to update our files? *(in most cases the person you are talking with will not know the information, which is a chance to speak to the decision maker. If the decision maker is not in, ask for his/her name and what procedure you should follow to get in touch with the decision maker)*

If they can give you the information, ask the following:

1. When is the last time you used the \_\_\_\_\_ service department? *(if they have not, ask where they are servicing the vehicles and why not \_\_\_\_\_ ?)*
2. How was your service experience?
3. Have you used our parts department? *(if not why? and who are you using?)*
4. When was your last company vehicle purchase?
5. When do you plan on purchasing?
6. How many vehicles are you currently operating?
7. Do you have an employee purchase program as an added benefit for your employees?
8. Would your business like to be a part of our preferred network program? *(they will ask what that is and you can then reply...)* "We have thousands of clients and we want to create more local business networks should someone need local services. It is a business referral program and costs nothing! Would you be interested?" *(if they say no, ask why? Most likely they will say yes.)*
9. When they say yes, tell them you will need to stop by and pick up some of their sales literature and have a brief meeting to learn more about their business and the type of clients they are looking for.
10. When would be a convenient time to stop by and pick up the information?

**What we are trying to do is create value in order to get the appointment. This script has worked very well and has a high call to appointment ratio!**