Script Template Formula

YYYMMDD

1. About Us
   1. Who are you
   2. Where are you
   3. What times are you open
   4. What is your industry category
   5. How many years in business
   6. How many branches
2. Team
   1. Loyal employees
   2. Specialities
3. What’s your offer
   1. Products
   2. Services
   3. USP – what differentiates you
   4. Delivery
   5. Consultancy
4. Market position
   1. Who are your customers
   2. Why do you get repeat business
   3. serviced
5. Special offers

1. The Extra
   1. Fun facts
   2. Radio Ads
   3. Catch phrases
2. The playing cards
   1. Proven track record
   2. Exceeding our clients’ expectation.
   3. Positive feedback
   4. Commitment to serve
   5. Reputable
   6. You’ve come through to the right place
   7. Hassle free
3. Auto Attendant Message
   1. Thanks for calling…
   2. If this is an emergency…
   3. IF you’re looking for …
   4. Please hold and one of our staff will be you soon
4. Afterhours Messages
   1. Thanks for acalling
   2. You’ve called outside our normal operating hours which are
   3. If this is an emergency…
   4. If the matter can wait till…
   5. For assistance with \_\_\_\_\_\_\_\_\_\_\_\_dial ONE
   6. For assistance with \_\_\_\_\_\_\_\_\_\_\_\_dial TWO