



EventTone Wireless

making wireless easy 855-396-5450

EventTone Wireless Sales Training Scripts

Before we begin, I just want to take this opportunity to say “thank you” for joining our team and we look forward working with you to help you achieve your goals. At EventTone Wireless we believe coaching and training offer our partners and employees the best opportunity to reach the kind of success they strive for.

In this manual, we have put together a series of telephone scripts to help you reach and interact with the proper decision maker for the different industries we serve.

You will notice much of the scripting is the same across most of the industries. Other than the point of contact and details that are industry specific, much of the conversation with the different clients will be similar. Your goal with each call is to reach the decision maker, connect, uncover if there is a need, offer information if they have nothing coming up immediately or a quote if there is, and to close the business.

Also, remember, these scripts are guidelines. Read through them first. Get the important points, then make them your own. NO ONE wants to hear from a caller just reading a script. That’s why everyone hangs up on robocallers! Be personable. Integrate the scripting into your call and be conversational. Be accurate to the points, but engage the prospect. That’s very important.

We have also included follow up email scripts to help with follow up, marketing, quote enclosures, gatekeepers and much more. We hope you find these scripts helpful.

If you have any questions, please feel free to call us at 855-396-5450. We are here to help.

Rental Scripts

Trade Show and Conventions

The first point you need to be aware of when it comes to this industry, is the size of the show. Many smaller shows do not require our type of rental service. They may use cell phones, or may own a cheap set of walkie talkies they purchase at a large box store.

Most trade show & convention rentals tend to be smaller rentals. There requests fall between 15-20 radios. As always, there are exceptions to this rule. Many of the larger conventions held in major convention centers such as New York, Las Vegas and Los Angeles, can be enormous. Do your research before you reach out. It will help to understand the size of the event when you are speaking with the prospect.

"Hello, my name is _____ and I'm calling with EventTone Wireless. We provide two-way radio, direct connect phone and wireless equipment. One of our specialties is the trade show and convention industry and we work with large productions all over the country. May I ask who is responsible for procuring your wireless communications equipment?"

(Most of the time, the person who procures this equipment is either the Production or Operations Manager. With smaller companies, it's the owner. If the person who answers is not the person in charge, they will switch you. If you get a voice mail, leave a message and call back. Ask the receptionist for that person's email. Once you have it refer to the email scripts in this manual. If you do make contact proceed to the next part of the script.)

"Hello Mr./Ms. _____ (always use their formal name unless they tell you to be less formal), my name is _____ with EventTone Wireless. We provide two way radio and wireless communications equipment for trade shows and conventions. The reason I'm calling is I'm wondering if you use this type of equipment for your productions, and if so, if we may be able to help you with that need?"

(Listen to the client. If they say "no we are happy with who we have" simply say, "I understand, ok no problem. What is it about them you like?" At this point, they may just be too busy and hang up, or they may tell you. Most of the time it's because the equipment is offered at a good price or your competitor is just doing a good job and they are happy. If the client is genuinely happy with the service, we believe you shouldn't belabor the point. Just say "thank you" and ask if you can send some information about you and the company. They will, almost always, say "yes." At this point, refer to one of the email scripts, attach a virtual business card and put them in your tickler file for 3-6 months out.)

(If they tell you it's a pricing issue move on the next part of the script.)

"Ok, so you believe their pricing is competitive. Can I just ask you something? If I can offer you comparable or better service at a lower price, would you be interested?" (They will, almost always, say "yes") Ok, great, let's start there. Can you provide me with a copy of your last order, or just tell me your equipment needs for an upcoming event so I can send you a quote? (They will either just tell you, or send you a previous quote via email.) One last question, can I just ask what your budget is for radios? We're pretty flexible and we want to win your business, but, if there are companies that provide a cheaper, less powerful and less durable radio than we do so they can offer much cheaper pricing. I just want to make sure we are comparing apples to apples."

At this point, it becomes a negotiation and it helps to have some idea where their price point is. Remember we have to make a profit so it helps if the prospect's pricing is reasonable. Once you have this information, you're on your way.

Sporting Events & Marathons

The most unique aspect of the industry is the enormous range of the need. If your prospect is only doing a 5K or small sporting event, the order could be very small. On the other hand, we have done work with large 26.2 mile marathons and large, international sporting events, and the need can run into the thousands of pieces.

With the larger events, they will not give you the contract over the phone. The goal is to set up a meeting or presentation.

"Hello, my name is _____ and I'm calling with EventTone Wireless. We provide two-way radio, direct connect phone and wireless equipment. One of our specialties is the sporting events and marathons and we work with both small and large events all over the country. May I ask who is responsible for procuring your wireless communications equipment?"

(Most of the time, the person who procures this equipment is either the Production, Communications or Operations Manager. With smaller companies, it's the owner. If the person who answers is not the person in charge, they will switch you. If you get a voice mail, leave a message and call back. Ask the receptionist for that person's email. Once you have it refer to the email scripts in this manual. If you do make contact proceed to the next part of the script.)

"Hello Mr./Ms. _____ (always use their formal name unless they tell you to be less formal), my name is _____ with EventTone Wireless. We provide two way radio and wireless communications equipment for sporting events and marathons. The reason I'm calling is I'm wondering if you use this type of equipment for your productions, and if so, if we may be able to help you with that need?"

(Listen to the client. If they say "no we are happy with who we have" simply say, "I understand, ok no problem. What is it about them you like?" At this point, they may just be too busy and hang up, or they may tell you. Most of the time it's because the equipment is offered at a good price or your competitor is just doing a good job and they are happy. If the client is genuinely happy with the service, we believe you shouldn't belabor the point. Just say "thank you" and ask if you can send some information about you and the company. They will, almost always, say "yes." At this point, refer to one of the email scripts, attach a virtual business card and put them in your tickler file for 3-6 months out.)

(If they tell you it's a pricing issue move on the next part of the script.)

"Ok, so you believe their pricing is competitive. Can I just ask you something? If I can offer you comparable or better service at a lower price, would you be interested?" (They will, almost always, say "yes") Ok, great, let's start there. Can you provide me with a copy of your last order, or just tell me your equipment needs for an upcoming event so I can send you a quote? (They will either just tell you, or send you a previous quote via email.) One last question, can I just ask what your budget is for radios? We're pretty flexible and we want to win your business, but, if there are companies that provide a cheaper, less powerful and less durable radio than we do so they can offer much cheaper pricing. I just want to make sure we are comparing apples to apples."

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Construction

Constructions rentals can be great. Most of the time, they will rent for longer periods of time and, long term rentals, are less work and more profitable.

However, there is a down side to construction rentals. They are extremely abusive to the equipment. Honestly, it's just the nature of their business. The area is dirty, the work is dangerous at times, and the rental equipment takes a beating. Understand this when you are quoting.

"Hello, my name is _____ and I'm calling with EventTone Wireless. We provide two-way radio, direct connect phone and wireless equipment. One of our specialties is the construction industry and we work with large and small companies all over the country. May I ask who is responsible for procuring your wireless communications equipment?"

(Most of the time, the person who procures this equipment is the individual project manager. Most large construction companies have several projects going at once and the person procuring the equipment is the person in charge of the specific project. With smaller companies, it's the owner. If the person who answers is not the person in charge, they will switch you. If you get a voice mail, leave a message and call back. Ask the receptionist for that person's email. Once you have it refer to the email scripts in this manual. If you do make contact proceed to the next part of the script.)

"Hello Mr./Ms. _____ (always use their formal name unless they tell you to be less formal), my name is _____ with EventTone Wireless. We provide two way radio and wireless communications equipment for construction projects. The reason I'm calling is I'm wondering if you use this type of equipment for your projects, and if so, if we may be able to help you with that need?"

(Listen to the client. If they say "no we are happy with who we have" simply say, "I understand, ok no problem. What is it about them you like?" At this point, they may just be too busy and hang up, or they may tell you. Most of the time it's because the equipment is offered at a good price or your competitor is just doing a good job and they are happy. If the client is genuinely happy with the service, we believe you shouldn't belabor the point. Just say "thank you" and ask if you can send some information about you and the company. They will, almost always, say "yes." At this point, refer to one of the email scripts, attach a virtual business card and put them in your tickler file for 3-6 months out.)

(If they tell you it's a pricing issue move on the next part of the script.)

"Ok, so you believe their pricing is competitive. Can I just ask you something? If I can offer you comparable or better service at a lower price, would you be interested?" (They will, almost always, say "yes") Ok, great, let's start there. Can you provide me with a copy of your last order, or just tell me your equipment needs for an upcoming event so I can send you a quote? (They will either just tell you, or send you a previous quote via email.) One last question, can I just ask what your budget is for radios? We're pretty flexible and we want to win your business, but, if there are companies that provide a cheaper, less powerful and less durable radio than we do so they can offer much cheaper pricing. I just want to make sure we are comparing apples to apples."

At this point, it becomes a negotiation and it helps to have some idea where their price point is. Remember we have to make a profit so it helps if the prospect's pricing is reasonable. Once you have this information, you're on your way.

Music and Theatrical Touring

These types of rentals are also great to get. They are usually long term, last months and, sometimes, years. However, like construction, they are abusive to the equipment. Many of the workers on these projects are contractors and they have less of an interest in making sure the equipment is well maintained.

However, long term rentals such as these are delivered and picked up once, and get billed every month. They are guaranteed income for the run contract.

“Hello, my name is _____ and I’m calling with EventTone Wireless. We provide two-way radio, direct connect phone and wireless equipment. One of our specialties is the music and theatrical touring and we work with some of the larger production companies. May I ask who is responsible for procuring your wireless communications equipment?”

(Most of the time, the person who procures this equipment is the individual tour manager. The tour manager is in charge of everything to do with the needs of the tour. If the person who answers is not the person in charge, they will switch you. If you get a voice mail, leave a message and call back. Ask the receptionist for that person’s email. Once you have it refer to the email scripts in this manual. If you do make contact proceed to the next part of the script.)

“Hello Mr./Ms. _____ (always use their formal name unless they tell you to be less formal), my name is _____ with EventTone Wireless. We provide two way radio and wireless communications equipment for touring companies. The reason I’m calling is I’m wondering if you use this type of equipment for your productions, and if so, if we may be able to help you with that need?”

(Listen to the client. If they say “no we are happy with who we have” simply say, “I understand, ok no problem. What is it about them you like?” At this point, they may just be too busy and hang up, or they may tell you. Most of the time it’s because the equipment is offered at a good price or your competitor is just doing a good job and they are happy. If the client is genuinely happy with the service, we believe you shouldn’t belabor the point. Just say “thank you” and ask if you can send some information about you and the company. They will, almost always, say “yes.” At this point, refer to one of the email scripts, attach a virtual business card and put them in your tickler file for 3-6 months out.)

(If they tell you it’s a pricing issue move on the next part of the script.)

“Ok, so you believe their pricing is competitive. Can I just ask you something? If I can offer you comparable or better service at a lower price, would you be interested?” (They will, almost always, say “yes”) Ok, great, let’s start there. Can you provide me with a copy of your last order, or just tell me your equipment needs for an upcoming event so I can send you a quote? (They will either just tell you, or send you a previous quote via email.) One last question, can I just ask what your budget is for radios? We’re pretty flexible and we want to win your business, but, if there are companies that provide a cheaper, less powerful and less durable radio than we do so they can offer much cheaper pricing. I just want to make sure we are comparing apples to apples.”

At this point, it becomes a negotiation and it helps to have some idea where their price point is. Remember we have to make a profit so it helps if the prospect’s pricing is reasonable. Once you have this information, you’re on your way.

Event Production

The Event business is a very large net. It encompasses everything from fundraisers and galas, to awards ceremonies and corporate events. With most of these events, instant and private communication is key. Most event producers are looking for light weight, durable two-way radios with a headset. Usually this is either a surveillance microphone or an ear piece with a "push to talk" in line microphone.

Most of these rentals are smaller, only one or two nights, and most will only use between 10-30 radios.

"Hello, my name is _____ and I'm calling with EventTone Wireless. We provide two-way radio, direct connect phone and wireless equipment. One of our specialties is the event production industry and we work with large productions all over the country. May I ask who is responsible for procuring your wireless communications equipment?"

(Most of the time, the person who procures this equipment is the individual project manager. Most large event production companies have several projects going at once and the person procuring the equipment is the person in charge of the specific project. With smaller companies, it's the owner. If the person who answers is not the person in charge, they will switch you. If you get a voice mail, leave a message and call back. Ask the receptionist for that person's email. Once you have it refer to the email scripts in this manual. If you do make contact proceed to the next part of the script.)

"Hello Mr./Ms. _____ (always use their formal name unless they tell you to be less formal), my name is _____ with EventTone Wireless. We provide two way radio and wireless communications equipment for event production. The reason I'm calling is I'm wondering if you use this type of equipment for your productions, and if so, if we may be able to help you with that need?"

(Listen to the client. If they say "no we are happy with who we have" simply say, "I understand, ok no problem. What is it about them you like?" At this point, they may just be too busy and hang up, or they may tell you. Most of the time it's because the equipment is offered at a good price or your competitor is just doing a good job and they are happy. If the client is genuinely happy with the service, we believe you shouldn't belabor the point. Just say "thank you" and ask if you can send some information about you and the company. They will, almost always, say "yes." At this point, refer to one of the email scripts, attach a virtual business card and put them in your tickler file for 3-6 months out.)

(If they tell you it's a pricing issue move on the next part of the script.)

"Ok, so you believe their pricing is competitive. Can I just ask you something? If I can offer you comparable or better service at a lower price, would you be interested?" (They will, almost always, say "yes") Ok, great, let's start there. Can you provide me with a copy of your last order, or just tell me your equipment needs for an upcoming event so I can send you a quote? (They will either just tell you, or send you a previous quote via email.) One last question, can I just ask what your budget is for radios? We're pretty flexible and we want to win your business, but, if there are companies that provide a cheaper, less powerful and less durable radio than we do so they can offer much cheaper pricing. I just want to make sure we are comparing apples to apples."

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Sales Scripts

Health Care & Senior Facilities

"Hello, my name is _____ and I'm calling with EventTone Wireless. We provide two-way radio, direct connect phone and wireless equipment. One of our specialties is to design and install two way and wireless communications networks for health care facilities. May I ask who is responsible for procuring your wireless communications equipment?"

(Most of the time, the person who procures this equipment is the facilities or IT manager. With Health Facilities and Senior Facilities, communications are extremely important. Their concerns will be complete coverage with no dead spots. They are dealing with life and death situations, so efficient communications are imperative. When you speak with the point of contact, work that point.

If the person who answers is not the person in charge, they will switch you. If you get a voice mail, leave a message and call back. Ask the receptionist for that person's email. Once you have it refer to the email scripts in this manual. If you do make contact proceed to the next part of the script.)

"Hello Mr./Ms. _____ (always use their formal name unless they tell you to be less formal), my name is _____ with EventTone Wireless. We provide two-way radio and wireless communications equipment for facilities like yours. The reason I'm calling is I would like the opportunity to speak with you about improving your wireless communications network. May I ask what kind of wireless communications system you are currently using?"

(Listen to the client. If they say "no, we are happy with what we have", or, "we don't currently have a budget for new equipment right now", simply say, "I understand, ok no problem. May I ask what you are currently using?" At this point, they may just be too busy and hang up, or they may tell you. Facilities like this live and die by budgets. If they have the money, they'll be interested. They get funding and they want to spend it. If they don't have the funds, you can talk until you're blue. They will not move forward. If this is the case, we believe you shouldn't belabor the point. Just say "thank you" and ask if you can send some information about you and the company. They will, almost always, say "yes." At this point ask for their email, refer to one of the email scripts, attach a virtual business card and put them in your tickler file for 3-6 months out.

Another angle to get your equipment in their hands is to ask if any of their current radios are not working and, instead of repairing it, purchase one or two to integrate into their current network. We can program our equipment to work with theirs. If we can get a few in their hands and they like them, they will continue to purchase more as their old fleet begins to die.

Also, remember, these types of calls are designed to find the need. It is different from the rental calls. With rental calls you are hoping to get information and a quote into their hands. With a sales call you are trying to find potential clients who have the budget to make the purchase. Our products are not impulse buys. If the client needs it, they will want to take the next step. If they don't, they won't.)

(If they tell you they are have the funds)

"Ok, great. Our first step is to meet with you and your staff and do an onsite walk through of the facility. We need to see the lay of the land and we need to speak with you all about your needs and preferences. Let me get my calendar. Which day next week would be good for you?"

For facilities such as these, the orders are larger and will take time to put together. Your goal for this initial phone call is to get an appointment and a meeting

Warehouse and Manufacturing Facilities

"Hello, my name is _____ and I'm calling with EventTone Wireless. We provide two-way radio, direct connect phone and wireless equipment. One of our specialties is to design and install two way and wireless communications networks for facilities such as yours. May I ask who is responsible for procuring your wireless communications equipment?"

(Most of the time, the person who procures this equipment is the facilities or security manager. With these facilities, their concerns will be complete coverage with no dead spots. They are concerned with security. When you speak with the point of contact, work that point.

If the person who answers is not the person in charge, they will switch you. If you get a voice mail, leave a message and call back. Ask the receptionist for that person's email. Once you have it refer to the email scripts in this manual. If you do make contact proceed to the next part of the script.)

"Hello Mr./Ms. _____ (always use their formal name unless they tell you to be less formal), my name is _____ with EventTone Wireless. We provide two-way radio and wireless communications equipment for facilities like yours. The reason I'm calling is I would like the opportunity to speak with you about improving your wireless communications network. May I ask what kind of wireless communications system you are currently using?"

(Listen to the client. If they say "no, we are happy with what we have", or, "we don't currently have a budget for new equipment right now", simply say, "I understand, ok no problem. May I ask what you are currently using?" At this point, they may just be too busy and hang up, or they may tell you. Facilities like this live and die by budgets. If they have the money, they'll be interested. They get funding and they want to spend it. If they don't have the funds, you can talk until you're blue. They will not move forward. If this is the case, we believe you shouldn't belabor the point. Just say "thank you" and ask if you can send some information about you and the company. They will, almost always, say "yes." At this point ask for their email, refer to one of the email scripts, attach a virtual business card and put them in your tickler file for 3-6 months out.

Another angle to get your equipment in their hands is to ask if any of their current radios are not working and, instead of repairing it, purchase one or two to integrate into their current network. We can program our equipment to work with theirs. If we can get a few in their hands and they like them, they will continue to purchase more as their old fleet begins to die.

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"Ok, great. Our first step is to meet with you and your staff and do an onsite walk through of the facility. We need to see the lay of the land and we need to speak with you all about your needs and preferences. Let me get my calendar. Which day next week would be good for you?"

For facilities such as these, the orders are larger and will take time to put together. Your goal for this initial phone call is to get an appointment and a meeting.

Real Estate and Property Managers

"Hello, my name is _____ and I'm calling with EventTone Wireless. We provide two-way radio, direct connect phone and wireless equipment. One of our specialties is to design and install two way and wireless communications networks for facilities such as yours. May I ask who is responsible for procuring your wireless communications equipment?"

(Most of the time, the person who procures this equipment is the property manager. With these facilities, their concerns will be the best coverage they can get. They are concerned with security and communications between the office and maintenance. When you speak with the point of contact, work that point.

If the person who answers is not the person in charge, they will switch you. If you get a voice mail, leave a message and call back. Ask the receptionist for that person's email. Once you have it refer to the email scripts in this manual. If you do make contact proceed to the next part of the script.)

"Hello Mr./Ms. _____ (always use their formal name unless they tell you to be less formal), my name is _____ with EventTone Wireless. We provide two-way radio and wireless communications equipment for facilities like yours. The reason I'm calling is I would like the opportunity to speak with you about improving your wireless communications network. May I ask what kind of wireless communications system you are currently using?"

(Listen to the client. If they say "no, we are happy with what we have", or, "we don't currently have a budget for new equipment right now", simply say, "I understand, ok no problem. May I ask what you are currently using?" At this point, they may just be too busy and hang up, or they may tell you. Facilities like this tend to buy small amounts unless it's a new development. If they have the money, they'll be interested. They get funding and they want to spend it. If they don't have the funds, you can talk until you're blue. They will not move forward. If this is the case, we believe you shouldn't belabor the point. Just say "thank you" and ask if you can send some information about you and the company. They will, almost always, say "yes." At this point ask for their email, refer to one of the email scripts, attach a virtual business card and put them in your tickler file for 3-6 months out.

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"Ok, great. Our first step is to meet with you and your staff and do an onsite walk through of the facility. We need to see the lay of the land and we need to speak with you all about your needs and preferences. Let me get my calendar. Which day next week would be good for you?"

For facilities such as these, the orders are larger and will take time to put together. Your goal for this initial phone call is to get an appointment and a meeting.

Retail and Warehouse Stores

"Hello, my name is _____ and I'm calling with EventTone Wireless. We provide two-way radio, direct connect phone and wireless equipment. One of our specialties is to design and install two way and wireless communications networks for facilities such as yours. May I ask who is responsible for procuring your wireless communications equipment?"

(Most of the time, the person who procures this equipment is the store manager or the administration manager. With these facilities, their concerns will be complete coverage. They are concerned with security and with immediate communications. Also, these locations are notoriously cheap. They, most likely, will not purchase any "high end" equipment. If you try to sell them those, you'll have a short conversation. Focus on value, value, value!!! When you speak with the point of contact, work that point.

If the person who answers is not the person in charge, they will switch you. If you get a voice mail, leave a message and call back. Ask the receptionist for that person's email. Once you have it refer to the email scripts in this manual. If you do make contact proceed to the next part of the script.)

"Hello Mr./Ms. _____ (always use their formal name unless they tell you to be less formal), my name is _____ with EventTone Wireless. We provide two-way radio and wireless communications equipment for facilities like yours. The reason I'm calling is I would like the opportunity to speak with you about improving your wireless communications network. May I ask what kind of wireless communications system you are currently using?"

(Listen to the client. If they say "no, we are happy with what we have", or, "we don't currently have a budget for new equipment right now", simply say, "I understand, ok no problem. May I ask what you are currently using?" At this point, they may just be too busy and hang up, or they may tell you. Facilities like this live on funding. They are given funds to operate and they have to be smart with them. They get funding to use on a monthly basis, usually. If they don't have the funds, you can talk until you're blue. They will not move forward. If this is the case, we believe you shouldn't belabor the point. Just say "thank you" and ask if you can send some information about you and the company. They will, almost always, say "yes." At this point ask for their email, refer to one of the email scripts, attach a virtual business card and put them in your tickler file for 3-6 months out.

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For facilities such as these, the orders are larger and will take time to put together. Your goal for this initial phone call is to get an appointment and a meeting.

Schools and Education

"Hello, my name is _____ and I'm calling with EventTone Wireless. We provide two-way radio, direct connect phone and wireless equipment. One of our specialties is to design and install two way and wireless communications networks for health care facilities. May I ask who is responsible for procuring your wireless communications equipment?"

(Most of the time, the person who procures this equipment is either the facilities, IT, security or operations manager, or the principal of the school. With these facilities, communications are extremely important. Their concerns will be complete coverage with no dead spots. They are dealing with life and death situations, so efficient communications are imperative. When you speak with the point of contact, work that point.

If the person who answers is not the person in charge, they will switch you. If you get a voice mail, leave a message and call back. Ask the receptionist for that person's email. Once you have it refer to the email scripts in this manual. If you do make contact proceed to the next part of the script.)

"Hello Mr./Ms. _____ (always use their formal name unless they tell you to be less formal), my name is _____ with EventTone Wireless. We provide two-way radio and wireless communications equipment for facilities like yours. The reason I'm calling is I would like the opportunity to speak with you about improving your wireless communications network. May I ask what kind of wireless communications system you are currently using?"

(Listen to the client. If they say "no, we are happy with what we have", or, "we don't currently have a budget for new equipment right now", simply say, "I understand, ok no problem. May I ask what you are currently using?" At this point, they may just be too busy and hang up, or they may tell you. Facilities like this live and die by budgets. If they have the money, they'll be interested. They get funding and they want to spend it. If they don't have the funds, you can talk until you're blue. They will not move forward. If this is the case, we believe you shouldn't belabor the point. Just say "thank you" and ask if you can send some information about you and the company. They will, almost always, say "yes." At this point ask for their email, refer to one of the email scripts, attach a virtual business card and put them in your tickler file for 3-6 months out.

Another angle to get your equipment in their hands is to ask if any of their current radios are not working and, instead of repairing it, purchase one or two to integrate into their current network. We can program our equipment to work with theirs. If we can get a few in their hands and they like them, they will continue to purchase more as their old fleet begins to die.

Also, remember, these types of calls are designed to find the need. It is different from the rental calls. With rental calls you are hoping to get information and a quote into their hands. With a sales call you are trying to find potential clients who have the budget to make the purchase. Our products are not impulse buys. If the client needs it, they will want to take the next step. If they don't, they won't.)

(If they tell you they are have the funds)

"Ok, great. Our first step is to meet with you and your staff and do an onsite walk through of the facility. We need to see the lay of the land and we need to speak with you all about your needs and preferences. Let me get my calendar. Which day next week would be good for you?"

For facilities such as these, the orders are larger and will take time to put together. Your goal for this initial phone call is to get an appointment and a meeting

Restaurants and Catering

"Hello, my name is _____ and I'm calling with EventTone Wireless. We provide two-way radio, direct connect phone and wireless equipment. One of our specialties is to design and install two way and wireless communications networks for facilities such as yours. May I ask who is responsible for procuring your wireless communications equipment?"

(Most of the time, the person who procures this equipment is the store manager or the administration manager. With these facilities, their concerns will be complete coverage. They are concerned with security and with immediate communications. Also, these locations are notoriously cheap. They, most likely, will not purchase any "high end" equipment. If you try to sell them those, you'll have a short conversation. Focus on value, value, value!!! When you speak with the point of contact, work that point.

If the person who answers is not the person in charge, they will switch you. If you get a voice mail, leave a message and call back. Ask the receptionist for that person's email. Once you have it refer to the email scripts in this manual. If you do make contact proceed to the next part of the script.)

"Hello Mr./Ms. _____ (always use their formal name unless they tell you to be less formal), my name is _____ with EventTone Wireless. We provide two-way radio and wireless communications equipment for facilities like yours. The reason I'm calling is I would like the opportunity to speak with you about improving your wireless communications network. May I ask what kind of wireless communications system you are currently using?"

(Listen to the client. If they say "no, we are happy with what we have", or, "we don't currently have a budget for new equipment right now", simply say, "I understand, ok no problem. May I ask what you are currently using?" At this point, they may just be too busy and hang up, or they may tell you. Facilities like this live on funding. They are given funds to operate and they have to be smart with them. They get funding to use on a monthly basis, usually. If they don't have the funds, you can talk until you're blue. They will not move forward. If this is the case, we believe you shouldn't belabor the point. Just say "thank you" and ask if you can send some information about you and the company. They will, almost always, say "yes." At this point ask for their email, refer to one of the email scripts, attach a virtual business card and put them in your tickler file for 3-6 months out.

(Another angle to get your equipment in their hands is to ask if any of their current radios are not working and, instead of repairing it, purchase one or two to integrate into their current network. We can program our equipment to work with theirs. If we can get a few in their hands and they like them, they will continue to purchase more as their old fleet begins to die.)

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For facilities such as these, the orders are larger and will take time to put together. Your goal for this initial phone call is to get an appointment and a meeting.

Schools and Education

"Hello, my name is _____ and I'm calling with EventTone Wireless. We provide two-way radio, direct connect phone and wireless equipment. One of our specialties is to design and install two way and wireless communications networks for health care facilities. May I ask who is responsible for procuring your wireless communications equipment?"

(Most of the time, the person who procures this equipment is either the facilities, IT, security or operations manager, or the principal of the school. With these facilities, communications are extremely important. Their concerns will be complete coverage with no dead spots. They are dealing with life and death situations, so efficient communications are imperative. When you speak with the point of contact, work that point.

If the person who answers is not the person in charge, they will switch you. If you get a voice mail, leave a message and call back. Ask the receptionist for that person's email. Once you have it refer to the email scripts in this manual. If you do make contact proceed to the next part of the script.)

"Hello Mr./Ms. _____ (always use their formal name unless they tell you to be less formal), my name is _____ with EventTone Wireless. We provide two-way radio and wireless communications equipment for facilities like yours. The reason I'm calling is I would like the opportunity to speak with you about improving your wireless communications network. May I ask what kind of wireless communications system you are currently using?"

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For facilities such as these, the orders are larger and will take time to put together. Your goal for this initial phone call is to get an appointment and a meeting

Email Scripts

Introductory Email

This script is best used after you have spoken to the prospect for the first time and they are asking for information.

_____ -

Thanks so much for the kind words before. I really appreciate it.

Below is my contact information. All of us at EventTone are working hard to make things easier and more convenient for our clients. We offer the finest equipment at a lower price point than our competitors, but it's our service that sets us apart. We're here 24/7/365 to support you. If you need a last minute delivery, help with a current rental or on site planning and consulting to make sure everything go smoothly, we're here to help.

I've attached my personal signature with all my contact information. My cell is _____. Feel free to call me at anytime.

To better serve our clients we've expanded our website considerably. If, in the future, it is easier for you to send us an order request on line, you can do that right from our website by clicking [here](#). We also offer a "[Client Access](#)" password protected page with instructional information, educational videos, equipment descriptions and, if you need any tax or business documentation from us, links to our W9 form, certificate of insurance and more. The password is "Client123". However, if you'd rather call our offices we'd love to hear from you. Give us a call at 855-396-5450.

For the sake of thoroughness, could you please reply and let me know you received this.

I really look forward to working with you.

EventTone Wireless

Office: 855-396-5450

Cell: _____
_____@eventtone.com

www.eventtone.com

Post Meeting Thank You Email Script

I just wanted to take a moment and express a sincere thank you for taking the time to speak with me. I know how busy you are and I appreciate the time you took. We understand you have choices and we will work our hardest to make sure you are happy if you choose EventTone Wireless.

Please let me know if there is anything we can help you with that we did not discuss. Our company is expanding it's inventory constantly and are adding new equipment, services and consulting. If you have your own equipment, we also have repair technicians ready to help.

We've also expanded our website considerably. If, in the future, it is easier for you to send us an order request on line, you can do that right from our website by clicking [here](#), or you can just call us if you'd like. Our toll free number is 855-396-5450.

We also offer a "[Client Access](#)" password protected page with instructional information, educational videos, equipment descriptions and, if you need any documentation from us, links to our W9 form, certificate of insurance and more. The password is "Client123".

Again, thank you very much for everything. We're here because of you and I promise, all of us genuinely appreciate your consideration.

EventTone Wireless

Office: 855-396-5450

Cell: _____

@eventtone.com

www.eventtone.com

“Checking In” Email Script

This is an email designed as a follow up email to someone you’ve spoken with once and have been unable to connect with again.

We spoke about a month ago and discussed communications needs for upcoming project. I just wanted to take a moment and reconnect. I know, in the flurry of activity that comes with putting everything together, many times your wireless needs are the last thing on your mind. With that in mind, I thought I would just shoot you an email and remind you we're here.

If you find you have a need for 2 way radios, direct connect phones, repeaters, satellite phones, or any other wireless communications, please give me a call anytime. We try to be reachable when it's convenient for you. Our toll free number is 855-396-5450.

If it's more convenient for you to do it online, you can send us a rental request from our website by just clicking [here](#).

I look forward to working with you and for helping to make your projects a little easier to put together.

Thanks for your time and consideration.

Quote Enclosure Email Script

This email should be included with each quote you send. It explains the process to the client completely and offers them additional information if they need it.

Attached, please find the quote we spoke of.

If everything is in order, please fill out the forms, sign and email them back to me here. I will follow up with you to go over everything and answer any questions you may have.

To better serve our clients we've expanded our website considerably. If, in the future, it is easier for you to send us an order request on line, you can do that right from our website by clicking [here](#). We also offer a "[Client Access](#)" password protected page with instructional information, educational videos, equipment descriptions and, if you need any tax or business documentation from us, links to our W9 form, certificate of insurance and more. The password is "Client123". However, if you'd rather call our offices we'd love to hear from you. Give us a call at 855-396-5450.

For the sake of thoroughness, can you please acknowledge receipt of this quote. Simply a "got it" or words to that affect, would be greatly appreciated.

Again, thanks for trusting EventTone Wireless.

Marketing Email

This email is designed as an insert into a follow up email to a prospect who is asking for more information. It's a bit wordy, but it is complete.

Thanks for your interest in our company and for taking the time to talk. I truly enjoyed it.

EventTone Wireless new voice in wireless equipment sales, rental and service solutions that's been around for years! The staff from Eventtone has years of experience providing solutions for small and large companies all over the US. Our staff of systems engineers have designed solutions for Amazon, Walgreens, Trader Joes, and many of America's finest companies. Our rental team have designed, produced and executed communications plans for some the largest one-day and multiple day marque events in the world along with hundreds of smaller and mid size experiences. We understand wireless communications and have the experience to help you design every step of your communications plan.

We offer a wide range of communications solutions including:

- Top Quality Hytera Digital and Analog Portables
- A Full Line of Motorola Mototrbo and Analog Equipment
- Our most popular Motorola CP200 Series Analog Radios
- Intrinsically Safe Industrial Grade 2 Way Radios
- Full Range of Accessories and Headsets
- Mobile Units for Buses & Taxis
- Motorola Digital and Analog Repeaters
- Sprint Direct Connect Phones
- Satellite Phones & International Minutes
- Sprint mobile broadband and MiFi cards

We offer monthly, weekly, and even daily rates for rentals, as well as 24/7 customer service, staffing, and technical support. Our dedicated professionals are also available to ensure your rental application is set up and fully supported for optimal performance.

Applications

Some of the more common applications for our equipment include:

- Police and EMT
- Healthcare
- Large and Small events
- Film and Television Production
- Touring Music and Theatre Productions
- Fairs and festivals
- Sporting events

- Concerts
- Petrochemical refinery turnarounds
- School and church outings
- Corporate events
- Security operations
- Transportation companies
- Travel services
- Industry associations

www.eventtone.com

We've also expanded our website considerably. If, in the future, it is easier for you to send us an order request on line, you can do that right from our website by heading to our "Online Catalog & Ordering" page. From that page you can see our entire catalog and request a quote 24 hours a day, 7 days a week.

Give us a call at 855-396-5450. We'll be happy to show you how you can get the finest equipment for your needs with the kind of service and attention that will make you a lifetime customer.

Sorry for being so long winded, but I really did want to cover everything. I never know which service or item a client may need so I wanted to make sure I cover all the bases.

Again, it was really a pleasure speaking with you and I do hope to work with you soon.

Gatekeeper Email

This email script was designed as a way to get to the prospect when they have a “gatekeeper” such as a receptionist or assistant that won’t put you through to them.

I have left a few voicemails but your office explained just how busy you are so I thought an email might be more efficient.

My name is _____. I was the _____ manager for the for EventTone Wireless. We offer two way radios and wireless communications for some of the largest companies in your industry. We have a combined experience of over 3 decades serving companies like yours. We specialize in offering the finest equipment, and the most committed customer service at the very best price available anywhere.

I know you have projects coming up and I would like the opportunity to prove to you how EventTone can fulfill your communications needs and offer a much improved service experience with better overall value.

If you have a minute, please give me a call at 855-396-5450 or just let me know what's convenient for you and I'll call you back. I guarantee the conversation will be brief and can save you hundreds and possibly, thousands of dollars.

Thank you for your consideration. I look forward to speaking with you.



The Benefits of Long Term Rentals

Many companies have an ongoing need for quality, industrial grade 2 way radios. Two way Radios can be an indispensable tool, helping your company do its job more profitably and efficiently. Unfortunately, purchasing high quality radio equipment may not always be the best option for your business. Buying involves large capital expenditures, daily maintenance, upkeep and ongoing needs for expensive replacement parts such as batteries, antennas, and accessories. Also, if you need your radios reprogrammed, fees could exceed \$200 per hour. Finally, a specific capital expenditure only has a limited deductibility. After a short time the cost will no longer be a tax benefit.

Solution

For many companies, renting two-way radios could be the way to go. Our radio rentals will provide all the features your company needs at pricing that is much easier on your budget. We offer monthly rates that are easy on your budget and can include ongoing repair, replacement for damaged parts, annual upgrading of equipment as necessary and all your reprogramming needs free of charge.

When you work with EventTone Wireless for your radio rental, not only will you get the best rental pricing on quality Motorola & Hytera equipment, you also get a dedicated account manager so you always have one point of contact for everything. In addition to these benefits, we also offer first class technical support to make sure you get the most out of your rental!



Benefits of Long Term Rental

The benefits to a long-term radio rental for your business are numerous. Along with the obvious enhancement to your communications needs, renting your equipment offers several smart features including:

- Easy To Afford Monthly & Yearly Rates
- No Large Capital Outlay
- Ongoing Equipment Maintenance
- Replacement of Damaged or Broken Parts
- Easy Upgrading of Outdated Equipment
- Free Programming
- Continued Tax Deductibility
- Full Time Customer Support
- Free Loaners...No Down Time
- No Hassles

Applications for Long Term Rentals

- Music & Theatre Tours
- Sporting Events Tours
- Hospitals & Nursing Facilities
- Petro Chemical Security & Turnarounds
- Security
- Retail
- Trade Show Organizers
- Event Planners
- Facility Managers
- Maintenance

Would you like to know how a long term radio rental can help your business? Let one of our communication consultants show you how EventTone Wireless can help your company. Call our offices today @ **855-396-5450**



The Next Big Question: Analog or Digital?

Over the past few years, 2 way radio technology has been migrating from, the long time standard of analog radios, to the new technology of digital. Though the technology in digital is superior to analog in many ways, we at EventTone Wireless have not yet jumped on the digital bandwagon. We are not in the analog or digital business. We are in the solutions business. We offer a full array of digital "Mototurbo" portable, 2 way radio equipment, but, the simple truth is, for the vast majority of our clients digital offers many challenges that make it confusing and expensive. In this offering we will try to clear the fog and give you a better idea of the differences between two systems and which is better for your needs.

Digital Technology

Digital technology offers several advantages to the established analog technology. Many of the digital radios debuting can best be described as a hybrid of a 2 way radio and a cell phone. The signal is digital, meaning it is usually cleaner and can reduce background noise. The transmission is binary, meaning, like a computer, it is in "1's" and "0's." Unlike an analog signal, it can offer more talk paths. Where an analog signal can get more static as you reach the outside edges of coverage, a digital signal will stay clear then just drop out when it reaches its boundary.

There are features such as texting, and unit ID are also available which is helpful with large staff requirements

A digital system can also be programmed to work with a city wide bridging system for wide area coverage that would be difficult with analog technology.

However, there are challenges with digital. First, it is much more expensive, and the technology does require experience the casual user may not have or

may not have the time to learn. Also in situations where there may be interference, instead a static signal, as with analog, there is no signal at all.

Analog Technology

If your communications needs do not require city-wide coverage or your staffing is under 75-100 people, then analog is still the best solution for your communications challenges. The technology has been the standard for decades. Most users are familiar with their operation and the coverage, and it is a fast, efficient and cost effective way to communicate.

Also, analog offers many enhanced features. The standard analog coverage is approximately a 1 mile circumference (based on the environment), but it is easy to boost that signal with an analog repeater. It is a simple, inexpensive add on that can help you double your coverage.

Also, due to its lengthy tenure, engineers have developed many tools and devices to improve functionality. If there is something you need your radio to do, it's safe to assume there is a solution to be found.

Conclusion

At EventTone, we've always believed that the right communication is the one that works for you. Our consultants will review your needs with you to determine the right choice for you and your company. We do not have an agenda. We are trying to offer our clients the best solution.

Digital is a great new technology, but it may be too much for you. We are fond of saying it may be like buying a Ferrari because you need to go to the grocery store for a quart of milk. It'll certainly get you there, but it's much more than you may need or want to pay for.

Give us a call @ 855-396-5450 and speak with one of our representatives. They are here to help and make sure you make the right choice for your wireless communications needs.



Why Rent???

For the first time ever, you're in charge of the 30 volunteers working your semiannual cross-country club event. With one week to go, you're wondering how you'll be able to communicate with them all, spread out across a 150-acre course- not to mention trying to pay for expensive communication devices on a limited budget.

A security firm has just landed a lucrative contract at several convention centers spread across the United States, but needs a way to share important information with any or all of its officers at a moment's notice.

What is the solution to all of these challenges?

Two way radio rental!

One of the biggest financial drains on any company is its investment in equipment that depreciates or becomes obsolete within the space of 3-5 years, regardless of the amount of money thrown at said assets.

With regard to communication equipment, some items- such as phones, computers and paging systems- must be purchased for use on a permanent basis. But unless Purchasing can reinvent the wheel, these purchases still represent money down the drain.

In addition, how does a company address business-driven fluctuations in staff, and the resultant security, safety, and customer service issues? Purchasing communication equipment that will be used for one week, then set aside for months afterward- only to

be misplaced, damaged or stolen before it can be used again- is an expensive way to run a business.

There are few things more vital to an organization's well-being and security than effective and efficient communication. Schools, public safety agencies, hospitals, the agriculture industry, stores, construction sites, and airports are only a few of the many entities that rely on rapid communication for the very existence.

Given the unstable state of the economy, equipment rental has become the best of all possible solutions for companies with shrinking budgets.

- State-of-the-art equipment.
- Small to large area coverage options
- Multiple channel/frequency options
- Calibration of frequencies to match your existing equipment.
- Local and/or coast-to-coast capability, depending on your business needs.
- Temporary repeater installation in buildings where dead spots normally occur.
- Zero maintenance cost.

Two-way radio has come a long way since its first use by police departments in the early 1930's. In equal measure, the more recent transition from analog to digital signal represents a quantum leap forward in features, capability and efficiency.

In much the same way, two-way radio rental offers businesses and individuals' substantial savings in money, time and resources that equipment ownership never will.

Let EventTone show you the options you have available. Give us a call today @ 855-396-5450 or check out our website @ www.eventtone.com