

COLD CALLER:

Good "afternoon" (change by time of day, reason for this vs opening with Hello is to make it not seem like the person is reading a script),

My name is _____ and I am a business development specialist with the Nutritional Wellness Center.

I would like to have our strategy consultant speak with your manager (replace with name if you know it) regarding our corporate wellness programs, which have been proven to have a drastic impact on worker productivity, morale, and company growth. Is now a good time?

(if they say yes, get the sales guy on the phone, if they say no say "not a problem; our strategy consultant is available between the hours of x-x on days y, please let me know when would be the best time for them to contact you?). Do not give the entire week just a few time slots.

Get the contact information and end with:

Thank you for your time, our strategy consultant will be in touch (repeat the time and day). If you would like to learn more about the Nutritional Wellness Center please visit us at daviswellnesscenter.com

SALESPERSON

(name of lead),

My name is _____ and I am a strategy consultant with Nutritional Wellness Center. Our company specializes in helping improve worker productivity and satisfaction by providing comprehensive corporate wellness programs.

Does _____ (name of company) have a wellness program in place at this time?

- If yes ask what kind of growth or production increase they have witnessed. After answer continue to next section.
- If no, state that every company should have a comprehensive wellness program in place; for example, did you know that Johnson & Johnson saw an ROI of \$2.71 on every dollar spent on their corporate wellness program.

I would like to take a moment to walk you through the Nutritional Wellness Center training and performance methodologies. We believe that our program can have a tremendous and virtually instantaneous positive impact on your company culture and growth. Is now a good time to discuss this?

- If hard no, say thank you for your time, if your needs change in the future we invite you to visit daviswellnesscenter.com to learn more about the benefits of Nutritional Wellness Center corporate wellness programs.

- If soft no/maybe/busy right now, say I am going to forward you some more information about the Nutritional Wellness Center and have our managing director give you a call next week after you have a chance to look it over. What is the best email address to send our media kit to?
- If yes, continue to close.

_____ (contact's name) I am so glad to welcome you to the Nutritional Wellness Center family.

(Collect full information you need and your call to action should proceed here, we should discuss this further)

REBUTTALS:

How long have you been around? Are you new? Anything regarding company status?

We have been in business since _____ (year of official business registration), attracting the likes of _____ (enter most notable clients). Our corporate wellness program has been developed after _____ (years) of research and based on the extensive experience of _____ (name of lead developer)

But our current provider / another company pitching them has been in business x years longer or has services x more clients.

The success of our wellness program is not measured in net revenue, duration, or sheer business acquisition. We pride ourselves on providing the best and most dedicated services to our clients, which is evident in our results. We have perfected our system based on our valued clients feedback and currently provide the most results driven program on the market.

Your program sounds great, but I am not sure we have room in our budget for this.

That's certainly understandable, but what many companies fail to realize is the financial loss associated with not having a wellness program in place. Sacrificing the health, happiness, and productivity of your employees can have significant financial ramifications on a company's long

term health. Our financial experts would be happy to assist you in finding a plan that can fit your current budget and/or help you figure out how to free up additional resources without sacrificing quality of service.

What are your payment terms? How much does it cost?

Our program costs range between \$3,800 to \$7,800 per individual depending on the.

Do you work with a lot of other (their industry, ex: financial corporation's) / competitors?

_____ has great experience in the _____ (their industry) vertical, but we are loyal to our clients. If you commit to our program today we can offer demographic exclusivity in the _____ (local region).

Our employees are already complete health nuts, all they talk about is exercise type response?

Exercising is great, but a well structured wellness program will take your employees to a whole new level. We go beyond living a healthy lifestyle and working out. Our programs are driven by years of research and are tailored for the corporate environment. Nutritional Wellness Center is not about just looking and feeling good, we focus on increasing worker productivity without sacrificing the energy necessary to remain efficient the entire work day.

What guarantee can you give that your program will provide results?

A healthy worker is more likely to be productive, would you agree? Our program is meant to do just that, make people healthy and happy through natural nutritional and life style adjustments.

While individual results are going to vary by person, the principle remains the same.