



blink

GoCharge Sample Sales Script

Our Mission

Blink was created to fill the disconnect between diverse marketing skill sets and the sales problems they're expected to solve.

We have a comprehensive tool set including campaign management web development, print materials, photography, videography, and sales training.

We help you decide which tools to use through data-driven insights. We mobilize your sales initiatives by continuous testing of creative concepts and perpetual duplication of proven principle

Client: GoCharge Networks

Premise: Reps found themselves inundated with price shoppers due to how GoCharge's previous agency had set up their click funnels. In addition to driving traffic to alternative, value-building landing pages, we developed a script to deal with price-shoppers.

"Hello, and thank you for reaching out to GoCharge Networks! My name is [Your Name], and I'm here to assist you with your inquiry about our premium phone charging stations. I see you're interested in getting a quote – that's great! May I know your name and a bit about your event or venue?"

Listen to the customer's response and then transition to building value:

"Thank you, [Customer's Name]. Our charging stations are indeed an excellent addition to any event or venue. But before we delve into pricing, I'd love to share a bit about what sets GoCharge apart and how we can add significant value to your experience."

Building Value in GoCharge Process:

Customized Solutions:

"At GoCharge, customization is key. We offer extensive options for personalizing charging stations to match your brand. From logos to colors, even interactive features – our design team can make it happen. And if you have creative ideas of your own, we'd love to hear and incorporate them."

Configured to Your Needs:

"Our range of options, including solar-powered and UV sanitizing stations, as well as customizable displays, is unmatched. We take pride in configuring each station to meet your specific needs, enhancing your event's engagement and functionality."

White Glove Service:

"What truly sets us apart is our commitment to service. We offer a seamless, white-glove experience, managing all the details from logistics to installation. Our team has a strong background in experiential marketing, ensuring that your charging stations are not just functional but also contribute to the overall aesthetic and appeal of your event."

Eco-friendly and Fast Charging Options:

"We're also mindful of the environment. Our eco and solar options offer sustainable solutions without compromising on efficiency. Plus, with fast charging capabilities, your guests or customers won't miss a beat."

Transition to Call to Action:

"With all these possibilities, the best way to get exactly what you need is through a design assessment. This is where we can explore your specific requirements and how GoCharge can meet them effectively."

Call to Action:

"Would you be available for a short consultation call where we can discuss these details further and schedule a design assessment? This will help us provide you with the most accurate and tailored quote. What time works best for you?"

If the customer is hesitant:

"I understand that you're primarily interested in pricing at this moment. However, our design assessment is a crucial step to ensure you get the best value and exactly what you need. It's a no-obligation consultation that will give you a clearer picture of our offerings."

Closing:

"Thank you, [Customer's Name], for considering GoCharge Networks. We're excited about the possibility of enhancing your event with our premium charging solutions. I look forward to our consultation and helping you create an unforgettable experience for your attendees."