

Certainly! Here's a concise, conversational script for your qualification call as a Sales Executive promoting a Retirement Webinar to a retired couple:

1) INTRODUCTION

Duration: 2 minutes

My goal: Establish rapport and set the call's agenda.

My script:

"Hello! Is this [retired couple's name]?"

"Hi, I'm [Your Name], a Sales Executive with [Company Name]. I appreciate you taking the time to chat with me today."

"I've heard a bit about your interests and thought our Retirement Webinar might be a perfect fit. Mind if I ask a few questions to make sure it's right for you?"

Transition to the next stage: "Great! Let's dive in."

2) DISCOVER

Duration: 6 minutes

My goal: Understand their needs, pain points, and retirement goals.

My script:

"What prompted you to consider a retirement webinar at this time?"

"How do you currently plan or learn about your retirement life?"

"Are there any specific topics or areas you're hoping to explore or understand better?" "Have you attended any webinars or seminars on retirement before? If so, what did you like or dislike about them?"

Transition to the next stage: "Thanks for sharing that. Based on what you've said..."

3) PRESENT

Duration: 7 minutes

My goal: Highlight the value of the Retirement Webinar in relation to their needs.

My script:

"Our Retirement Webinar is tailored for folks just like you. Here's how it can benefit you:"

"- We address [specific topic they mentioned], ensuring you get a comprehensive understanding."

"- We've had renowned experts who share practical tips and insights."

"- It's interactive, so you can ask questions and engage in real-time."

"Many retired couples found it incredibly beneficial, especially when it comes to [pain point they mentioned]."

Transition to the next stage: "Would you like to know how you can be part of it?"

4) HANDLE OBJECTIONS

Duration: 3 minutes

My goal: Address any reservations or concerns they might have.

My script:

"I understand your concern about [objection]. Here's what we've done to address that..."

"Many others felt the same before joining, but they found..."

Transition to the next stage: "With that in mind, does our Retirement Webinar sound like something you'd be interested in?"

5) CLOSE

Duration: 2 minutes

My goal: Secure commitment or schedule a follow-up.

My script:

"Great! It sounds like our webinar could offer some valuable insights for you." "Would you like to join our upcoming session? Or would you prefer I send you more detailed information for you to review?"

"Just to let you know, spots fill up quickly, so it'd be great if you decide soon."

Transition to the next stage: "Thank you for your time today! I'll [send the information/secure your spot]. Let's keep in touch."

Remember, the key is to be genuine, listen actively, and adapt based on their responses. Best of luck with your qualification calls!