



An Idea of how to approach the telephone call

Hi John it's Ruth here – are you well.

John have you got a moment

John I have just started a business with the help of a couple of colleagues and I'm really excited about it.

A (If they live within half an hour) John I'd like to run it past you, now **YOU** may not be interested, but you will know someone who is – John I'd like to get together with you over a coffee and outline it. Would you give me 30/40 minutes John?

B (If you have an online 1-1) John I'd like to run it by you. Now John **YOU** may not be interested, but you will know someone who is – but I need to get you in front of your computer for around 30 mins.

What is it?

John it's very hard to describe over the phone as it is very visual – hence the reason for getting you in front of your PC, but I can tell you that I am very excited about it, and like I said, it may or may not interest you but you will be helping me. When would be a good time for you John, daytime or evening? OK I can do Wednesday at 7 or Thursday at 8 – which one suits you the best.

You must be able to tell me something Ruth.

OK the company is 35 years old – they're cash rich, debt free and underpinned by 1.5 billion in owned worldwide assets all purchased for cash. They're also still privately owned and trade now in over 150 countries around the world.

John I don't know if this will hold any interest for you but I would love to run it past you. John I know that if I put this in front of ten people, 7 or 8 will have no interest and 2 or 3 will. I would love you to be one of the 2 or 3 but if you are one of the 7 or 8 that is great too.

So when are you free for half an hour/40 mins. I can do Wednesday at 7 or Thursday at 8. Which one suits you best?