

COLD-CALLS – ARRANGING A MEETING_PART ONE

Reception: Projex Limited. How can I help you?

Kyle: Could you direct me to the IT Department Manager?

Reception: That would be Ruby Feng. I'll connect you. (slight pause...)

Ms Feng: Ruby Feng speaking.

Kyle: Hello Ms Feng. I'm Kyle Brant and I work for a large software company called B&J Entreprises. The reason I'm calling today is that I have an exciting opportunity to demonstrate some of our new networking software aimed specifically at Marketing Companies.

Ms Feng: What did you say your company's name was?

Kyle: B&J Enterprises. We carry a large line of software designed for the marketing field. I was hoping that you had some time next week to meet with me briefly about how some of our products might enhance your current system.

Ms Feng: Oh, yes, I see. Well, unfortunately, this is not a great time of the year for us. We are swamped for the next few weeks.

Kyle: I see. Well perhaps you could just briefly answer a quick question about your current system? Are you happy with the program?

Ms Feng: Well, overall, I'd say we are generally happy. Of course, there are always things which could be improved but it usually organises things in a fairly easy way.

Kyle: Are you using the BrandAIM software?

Ms Feng: Yes, as a matter of fact.

Kyle: And what would you change about it if you could?

Ms Feng: Well, I suppose I'd say that if the searching parameters were more inclusive, it might allow us to do fewer searches overall.

Kyle: It's funny you should mention that, because our current upgrade of our 5.0 DreamBrand program works very well with BrandAIM, adding over 300 new searching parameters. I would very much like to come in and show you how useful our program could be in maximising your time and your current system.

Ms Feng: Yes, mmmm....well it sounds very interesting. But as I said, it's just not possible currently as we are in the midst of a very large project. Perhaps you could call me back in six weeks or so and we could discuss it then?

Kyle: OK, well, I appreciate your time. I will certainly call you back in six weeks' time and see if your schedule is more open. Have a very good day, Ms Feng.

Ms Feng: Thank you very much, and you do likewise. Good bye.

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