

FIRST QUESTION ASKED INSTANTLY  
AS THE PHONE IS ANSWERED

**HI...**  
**DOES YOUR  
COMPANY HAVE A  
WEB SITE?**

DO NOT SPEAK  
UNTIL QUESTION IS ANSWERED

IF ANSWER IS YES  
GO TO SCRIPT...

**"YES"**

IF ANSWER IS NO  
GO TO SCRIPT...

**"NO"**

# YES SCRIPT

It is urgent that I discuss your web site with the person IN YOUR COMPANY  
that makes the decisions about the web site...  
what is that persons name?

I need to speak with him/her NOW... please put me through.

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Hi \_\_\_\_\_ My name is \_\_\_\_\_ and I am with  
\_\_\_\_\_ web development company.

We have developed thousands of highly successful web sites and...

I have an amazing totally FREE!!! service that will help your company wind  
up with the most customers produced by your web site.

\_\_\_\_\_ we are offering you our annual \$600 web site review  
and critique absolutely FREE to your company... but only today while I have  
you on the phone.

Our highly experienced certified web EXPERTS will review your entire web  
site... they will evaluate every INCH of it... and produce a full report on how  
to tweak your site to obtain absolutely the most business from your web  
site.

What is the web address of your web site? (wait for answer)

\_\_\_\_\_ When is it best to have our web engineer get back with you  
and go over the teams findings after the evaluation?

What is your DIRECT email address?

Thank you – I will put this into motion for you.

# NO SCRIPT

It is urgent that I talk to the person that would make the decisions about your business having a WEB SITE... what is that persons name?

I need to speak with him/her NOW... please put me through.

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Hi \_\_\_\_\_ My name is \_\_\_\_\_ and I am with \_\_\_\_\_ web development company.

\_\_\_\_\_ The world is changing... and these days, every business - high tech and low tech - needs a Web site in order to become profitable and very successful.

In today's world... 60% of all the people that have been considering doing business with you will FIRST insist on visiting your Web site to learn more about YOU, and your products or services... before they actually contact you.

If you don't have a web site then you simply won't have all those customers. A web site TODAY is an absolute necessity in order to do business.

The really good news is that...

Our company is certified web design and development experts...

We have developed THOUSANDS of highly successful web sites... we do it ALL, EVERYTHING... We can also design your new web site to specifically to attract hundreds of new customers to your business. and...

WE ARE OFFERING NEW COMPANIES JUST LIKE YOURS AN AMAZING 50%!!!!!! DISCOUNT on a complete turn-key web site package... if we can get the process started for you while we are on the phone with you today.

That means that we have complete web site packages for you as low as \$\_\_\_\_\_

I would like to have our web design engineer talk with you about what we can do for you... what time would it be best to get you two together, to have him discuss this with you?

What is your direct email address?

Thank you – I will put this into motion for you.