

Good phone scripts have components of persuasive psychology and communication techniques that drive a desired outcome. SAMradar members have used and adapted this script to book meetings that lead to winning contracts – so you can make it work for you too!

Tip: Use this script after you send out your first email. This will allow you to start off on common footing and establish a relationship with the buyer from the get-go!

Many SAMradar users adapt this script based on their personality, comfort level, and ability to get to the next conversation – aka, moving into the green on the [Winnability Matrix](#).

Today, your objective is **DIALOG**. You will be leveraging information from your SAMradar **Federal Buyer Notification** from a previous day because you **already emailed them**. Now you will call the buyer and reference your email and the contract with the prime they already know.

Dialog provides the potential for rapport, the essential foundation of relationship building. Since your #1 job **is building relationships**, here is your SAMradar Mission Plan...

1. **Review your SAMradar Federal Buyer Notification** so you know all the important details to discuss with the Federal Buyer. Important terms and information necessary for this script have been highlighted below.
2. **Take a few minutes and review this script.** Remember, you have nothing to lose, you already don't have a contract with this buyer.
3. Imagine and **act as if you know them already** and you already like each other (more on this later)
4. **Pick up the phone and call!** (And come to the [Monday Roundtables](#) to tell us how it went!)

Finding Relevant Information

You can find all the information you need on your SAMradar Federal Buyer Notification.

Federal Buyer Notification

(Click here to view and edit your Buyer searches)

Contract Amount \$378,000	Contract Date 08/05/2024	Offers Received 86%
		Date
<p>Title: New DELIVERY ORDER 36C10B24F0249 awarded to V3GATE, LLC for the amount of \$378,000</p> <p>Requirements: THE PURPOSE OF THIS DELIVERY ORDER IS TO PROCURE BRAND NAME IBM TURBONOMIC APPLICATION RESOURCE MANAGEMENT (ARM) SUBSCRIPTION LICENSES.</p> <p style="text-align: center;">View Award Details</p>		<p>Current stats: 86% < 5 offers received</p> <p style="text-align: center;">View Reports</p>
Buyer Details:	Prime Contractor Details:	
Name	Name: Meghan McCloskey Title:	Vendor
Agency	Phone Number: (732) 440-9643 Agency: Department of Veterans Affairs	V3GATE, LLC UEI: J4KHM5JY79E3 CAGE: 4Y8H0

Now that you have all the information ready to get started, here is your winning script...

YOU:

“Good **(morning/afternoon)**, **(Buyer First Name)**. This is (Your Name) with (Your Company), and I am following up on email I sent over yesterday regarding the award to **(Vendor)** on **(Date)**. Can I steal you away for a minute?”

If they say yes...

YOU:

“Super, I really appreciate it because I am looking at projects like the one you just awarded, and I wanted to get your insight on the vehicle you used for that contract...”

Pause and wait....

YOU:

“Interesting, what made you decide to use that for this contract?”

Congratulations! You are now in dialog with the buyer. Now talk for a few minutes about them. For example, you can ask about:

- How they would handle a set aside
- Who they like to work with (8a, WOSB, VOSB, HUBZone, Small Businesses)
- How often they use simplified acquisition
- What the WORST contract vehicle is that the agency makes them use
- Do they just buy in your NAICS, or are they a Jack of all Trades?
- What their warrant capability is
- What made them get into federal contracts
- Why they chose procurement in that agency

Before you hang up, say...

YOU:

“Before I go, it would be great to schedule a follow-up meeting so we can wow you with our capabilities and it never hurts to have another quality company like **(Vendor)** – we can we look at the week of **(2 weeks out)** or would **(3 weeks out)** be better for you? Would earlier or later in the week work best/How about **(Day)**?”

When they name the day, ask...

YOU:

“Do you prefer Zoom or Teams? Super, I will set that up and get that invite out to **(Buyer Email Address)**, that is the correct email, right? Super! It is on its way! You are awesome, thanks again and I will talk with you on **(Day)** – Bye!”

Psst: if they say **No**, look to page 3 for some additional tips!

What if the buyer says No? You can try...

- “I understand, I am tied up tomorrow so what works better for you later this week, or should we look at next week?”
- “You pick a day, and I will look for windows... What day works best?”

If they name a day, ask them: “morning or afternoon?”

Once you have a day set, make sure you confirm the invite and let them know an email is coming their way.

YOU:

“Do you prefer Zoom or Teams? Super, I will set that up and get that invite out to **(Buyer Email Address)**, that is the correct email, right? Super! It is on its way! You are awesome, thanks again and I will talk with you on (Day) – Bye!”

Creating Your Own Script

Working up a good script can take time (and probably a little getting your teeth kicked in). You will likely find new ideas based on your success and sometimes get discouraged – this is natural and why most people quit trying.

Remember, your SAMradar team and other SAMradar members are here to help you on your journey, and many have **booked Millions** using scripts just like this one.

If you feel like you need some more guidance, come to the [Monday Roundtables](#) – it’s like group therapy for federal contracting so get on the couch this Monday!