

Cold Call Practice Cards

Card 1:

Inventor: Hello, I need a little help. My name is Stephen Key, and I am a product developer. I would like to submit a product to your company.

Operator: Well, I am not sure who would handle that.

Inventor: Perhaps I could speak with someone in the marketing department.

Operator: We have a large Marketing Department....

Inventor: Possibly someone who handles gardening products.

Operator: Oh, Yes, I will put you right through.

Card 2:

Inventor: Hello, my name is Joe Smith, and I have a great new product that I would like to submit to your company. Who could I speak with?

Operator: I am sorry sir, our company does not take outside submissions.

Inventor: Thank you very much. (Not an inventor-friendly company)

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Card 3:

Inventor: Hello, my name is Mary Clark, and I have a great new frying pan that I would like to submit to your company for review. Is there someone in new products that I could speak with?

Operator: Certainly, I will connect you with Steve Sanders. He handles all new products for our company.

Inventor: Thank you very much. Does Mr. Sanders have an extension?

Operator: Yes, it is 367.

Inventor: Wonderful, and what is Mr. Sanders title?

Operator: His title is New Product Development Manager.

Card 4:

Inventor: Good Morning, my name is Stanley Jones, and I would like to speak with someone who handles outside submissions for your company.

Operator: Let me connect you with our legal department. They handle all product submissions.

Inventor: : Thank you very much.

Legal: Hello, this is the legal department.

Inventor: Hello, this is Stanley Jones and I would like to submit my new patent, pending product to your company.

Legal: Sure, we would ask that you sign our non-disclosure form.

Inventor: Certainly, let me give you my fax number or e-mail and I would be more than happy to sign it for you.

Legal: Great, once you have signed it and I receive it back, I will put you in contact with the proper department.

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Card 5:

Inventor: Hi, I need a little help. I am a product developer and would like to submit a product to your company. Could I speak with someone who handles hammers?

Operator: Let me connect you with someone.

Inventor: Thank you!

Marketing: Hello, this is Dan Smith.

Inventor: Hello Mr. Smith, my name is Stephen Key and I am a product developer. I have a great new hammer that drives a nail straight every time. I would like to submit it to your company for consideration.

Card 6:

Inventor: Hi, my name is James Stanley, and I would like to submit a new patent-pending label to your company. Who could I speak with?

Operator: Let me connect you with the Sales department.

Inventor: Actually, perhaps there might be someone in the Marketing department who handles labels.

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Card 7:

Inventor: Hello, my name is Janice Kane, and I have a great new product that I would like to show someone within your company.

Operator: Let me connect you with someone in purchasing.

Inventor: Well,...I am not sure that purchasing is the right department for this product. Perhaps I could speak with someone in your Sales or Marketing Department.

If you are connected with the voice mail of the Sales Department, DO NOT leave a message, instead call back and ask for the Sales Department again. You should try calling before 8am or after 5pm.

Card 8:

Inventor: Hello, my name is _____

I have a great new _____

That I would like to submit to your company for consideration.

Could I speak with someone in your New Products or
Marketing Departments.