**GBS Water/Boating Safety Campaign Telephone Presentation**

**RULE NO. 1: Always present to the decision-maker—the individual who can say *Yes!***

**RULE NO. 2: Always keep the presentation short and sweet—and *to the point.* This conveys respect for your prospect’s valuable time—and makes the most of yours as well!**

**TELEPHONE PRESENTATION:**

**A. "Every year people in (city, town, or area) are involved in boating and swimming accidents. So this year, we’re putting together a special series of boating and water safety features, which we’re hoping will cause people to stop and think, and hopefully cut down on the number of accidents this summer. We think it’s worth doing, and I’m hoping you’ll consider partnering up with us. May I play a sample for you?"**

**B. PLAY A SAMPLE FEATURE, followed by CUSTOMIZED SPONSOR SCRIPT (which you have previously prepared):**

***SAMPLE TAG: "(Name of Business) cares about our community and everyone in it, and that’s why they’ve brought you this safety reminder. (Name of Business) hopes you have a happy summer . . . and a safe one!***

**C. OFFER PACKAGES: "Now that’s one of ten different safety features we’re going to be rotating over the next \_\_\_\_ days/weeks/months, and we’d like to run them just as often as our sponsors want us to . . . so here are the packages (substitute your own):**

**Once a day, $\_\_\_\_\_.**

**Twice a day, for $\_\_\_\_\_.**

**Three times a day, for $\_\_\_\_\_.**

**(Say nothing more—let the client decide.)**

1. **THANK HIM/HER AND MOVE ON TO NEXT CALL.**