**SUGGESTED TELEPHONE PRESENTATION:**

1. **Get the decision-maker on the phone. Introduce yourself and reason for calling.**

*“The anniversary of 9/11 is coming up, and in memory of that event, we’re planning to run a series of features that honor our nation and our military and civilian heroes. Let me play one of the messages for you.”*

B. Play a sample feature; then read the customized copy which you have previously prepared.

 Sample Closing Tags:

 *“This message brought to you by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. This Patriot Day, let us renew our commitment to freedom and be thankful for the blessings we enjoy as American citizens.”*

*“America remains the land of the free because it is the home of the brave. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ would like to thank our troops and their families [or our firefighters, policemen, and EMTs] for all they do to keep us safe and free!”*

**C. Offer packages**: “Now that’s one of ten (10) different features we’ll be rotating the week before September 11, and we can run that for you:

 Once a day for $\_\_\_\_\_.

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

 Three times a day, for $\_\_\_\_\_.”

(Say nothing more—let the client decide.)

*Fill in your own package details and amounts; we recommend you offer 3 packages – small, medium, and large.*

**D. Thank him/her and move on to next call.**