

Qualifying

1. Could you please tell me, who other than myself is going to be involved in the decision of which caterer to you use?
2. Who else, besides, yourself, should I send a copy of the menus and other information to...
3. What is your expectation on the time for me to get my information back to you?
4. Ideally, when would you be ready to make a decision on which caterer you will use?

Increasing the budget script

5. "\$18.00 is a great place to start...please tell me what your budget is on the higher end."

Beginnings

- Before we begin today, I'd like to tell you why I decided to join the sales team at ABC Catering?
Before we begin, I'd like to tell you about a great event we did last week...
- Before we begin I'd like to ask you whether you would like me to provide you indepth information about our catering or would you like a shorter version that would allow us to get to the menu selections and price sooner... which would you like the indepth version or the shorter one?
- Thank you for calling...is May 15th your primary date selection or do you have an alternative date selected also? (customer restates May 15) I see. Well, you certainly have selected a prime date for your important event.. I do have one of our better rooms still available, but you would need to visit us as soon as possible...is it possible that you could visit us in the next several days?