**Phone Script For Lead Box Prize Winner!**

Good morning/Afternoon {first name},

My name is (your name) owner of (your business name) and I’m calling you because you have won 1st prize in our recent drawing for {grand prize valued at $xxxxx}.

(Make sure they remember the competition they entered)

Well, I have some exciting news for you (use their name) Congratulations you’re a winner!

How’s does it feel to win first prize?

Let me remind you what you have won.

You’ve won a {free service or discount on product/service}. You’ll really enjoy {service/product} because it... {Explain benefits}.

To claim your prize all we need to do is book you in for your first consultation with one of our (eg: Fat loss specialist).

I just have a couple of quick questions to help us prepare for your arrival.

1. What made you enter our competition? Do you have a weight loss goal or something along those lines you’d like to achieve or have wanted to achieve?
2. How long have you wanted to achieve this goal?
3. Ok, all that’s left now is to book a day and time this week to get you started. What days and times are best for you this week to sit down with one of our weight loss specialist?
4. Do you know were we are located? (Make sure people clearly know where you are located, if you get a sense they don’t, explain it to them.)

Thanks for entering our contest and we look forward to seeing you (date & time).

Oh, I almost forgot to ask you, do you have a partner, friend or family member who may wish to do this with you? (Wait to see what they say, if they do have someone, and then simply tell them to bring them along with them) – (If they can’t think of anyone on the spot, simply say, that’s ok, but if you think of anyone before your appointment, please feel free to let us know prior to coming down.)

{Your Name}

(Important tip: While the above has been proven to work, it is still important to become very natural with how you deliver this message. Make sure you practise until you feel very comfortable with it. It is also important to believe 100% in this process and let go of any negative feelings or thoughts you may have about making these calls.)

**Phone Script For Lead Box Second Prize Competitions.**

Good morning/Afternoon {first name},

I was wondering if you could help me out with something and I only need 2 minutes of your time?

My name is (your name) owner of (your business name) and we were running a competition, where we were giving people the chance to win (state your prize or offer) and your name was pulled out of the box at (The Subway Stafford today).

Well, I have some exciting news for you (use their name) Congratulations you’re a winner!

You’ve won 2nd prize in our recent drawing for {grand prize valued at $xxxxx}.

The grand prize went to {winner’s name} and {he/she} was delighted.

Sorry, you didn’t win first prize.

But, there is good news! You’ve won the runner-up prize. (Of course everyone has won second prize, but studies have shown that saying you have won second prize, versus saying you haven’t won, but we would like to offer you xyz puts people off and they feel like it was staged. Even though it’s not, we need to understand the psychology of how people respond to simply word it differently, without being dishonest).

You’ve won a {free service or discount on product/service}. You’ll really enjoy {service/product} because it... {Explain benefits}.

To claim your prize all we need to do is book you in for your first consultation with one of our (eg: Fat loss specialist).

I just have a couple of quick questions to help us prepare for your arrival.

1. What made you enter our competition? Do you have a weight loss goal or something along those lines you’d like to achieve or have wanted to achieve?
2. How long have you wanted to achieve this goal?
3. Ok, all that’s left now is to book a day and time this week to get you started. What days and times are best for you this week to sit down with one of our weight loss specialist?
4. Do you know were we are located? (Make sure people clearly know where you are located, if you get a sense they don’t, explain it to them.)

Thanks for entering our contest and we look forward to seeing you (date & time).

Oh, I almost forgot to ask you, do you have a partner, friend or family member who may wish to do this with you? (Wait to see what they say, if they do have someone, and then simply tell them to bring them along with them) – (If they can’t think of anyone on the spot, simply say, that’s ok, but if you think of anyone before your appointment, please feel free to let us know prior to coming down.)

{Your Name}