

## Scripts That Open the Door

Here are a few rough scripts I use to open the conversation. Remember, it's all about BENEFIT, EASE OF USE and REDUCING THE RISK on their side.

**If you don't have a business (product or service), you can approach a potential JV with any one or more items that might be of interest (provided you can provide each of these!)**

If I bring you access to markets ... if I bring you prospects and buyers ... if I bring you advertising ... if I bring you any of these that you've never had before and I turnkey it all with no additional expense to you, I would like to do

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(this kind of deal).

**To approach your employer as an employee:**

I'm interested in creating a new profit center for your business that costs you nothing. I would do all the work to orchestrate it. You have 100% of the control. I can get our current customers buying more, even potentially those customers who haven't purchased in a long time. I believe we can penetrate new markets, providing new products and services to what we already provide that cost us ZERO in development, manufacturing or warehousing.

Would you be willing to give me \_\_\_\_\_ (use a percentage here 10% or 15% or 25) of the bottom line profit it brings us for as long as either I'm here or I keep doing it?

## **The art of candidly confiding - approaching a joint venture prospect or gatekeeper**

I have a proposal that I think could be worth at least \$\_\_\_\_\_

To your company and I'm not selling anything you have to buy. I don't want to be a harassing salesperson. I don't want to zigzag around you. I just want a chance to present it, and I would like to present it in its entirety. If I work on it, I can reduce it down to maybe 5 minutes and I can probably do it on the phone or in person, whatever's easier.

If you would be able to book me in for just 5 minutes, you have my permission to pull me out if I go one second over. I really believe that \_\_\_\_\_(decision maker) will appreciate this, and what I have to say has value. If it doesn't I'll never bother you again. I just know this could be a profitable resource for your company.

**A letter of introduction - no need to discuss specifics or go too long here.**

Dear (name)

I'm a specialist in engineering new profit centers, income streams and strategic alliances for companies around the country. I've recently landed on an idea that I love for your company. It's an opportunity I don't think your business has ever recognized you're sitting on, and it already exists right there - you don't have to put any money into creating something new. If I'm right, it should be worth a meaningful windfall to your company. If I'm wrong, it would be evident to us very quickly and with no expenditure on your part.

I've taken the time to approach you here because I think it is something you will be very eager to pursue once I lay it out for you in its entirety. I've already spent time putting together a plan of action, working through the elements, really detailing it out. I would be very pleased to give you a big picture overview of my idea and all it entails, as well as the probability of the financial payoff.

I will call you or your assistant early next week to share my schedule to see if there is a time convenient for you. If you don't want to wait, by all means call me weekdays at (phone number) and we can work through this.

I've modeled this concept on a successful version my mentor used to create a previously unfound \$2-million-a-year profit center for one of his clients. I can't promise that specifically for you, but I would think that, given its successful heritage, it's something you would at least benefit from talking through with me.