

# ~ OG Coffee Sales Script: ~

"Hello, \_\_\_\_\_ (name of your friend or family member). Small talk for a few seconds, then get to the purpose of the call (to sell COFFEE).

" \_\_\_\_\_ (name of your friend or family member), the reason for my call is that I just started a Healthy Beverage company and we launched it with 3 flavors of Healthy Coffee. I need your help. I would like to have you as one of my 1st preferred customers by buying a box or two of coffee from me. If you like the coffee I will show you how to get it at wholesale, but if you don't like it, I will never ask you to buy from my company again. Will you help me out by buying a box or two of Coffee from me?"

They will ask how much does it cost and you tell them:

"It's only \$30 Retail per box for the Black and Latte (cream and sugar) and \$36 a box for the Mocha. If you like it, I will show you how to get it at wholesale from then on. How many boxes would you like to buy and help me out???"

Take the order and then ask for referrals.

\*\* Always ask for who else do they know who drinks Coffee or Tea at least occasionally that you can share the products with. If they give you referrals that buy, then tell them you will give them a discount the next time they decide to purchase from you.

