BUTLER BRANDING™

The 1st Call Script

Name: Phone:

Company: Email:

1. Tell me a bit about your company:
   a. Who is your ideal client?
   b. What problems do you solve for them?
   c. How long have you been in business?
   d. How big is your team?

2. What is your goal for this project?

3. How have you tried to achieve this goal in the past? What was the result?

4. Have you worked with other agencies before? What was your experience with them (and why aren't they working on this)?

5. How urgent is this project? What does your ideal timeline look like?

6. What's your max spend for this project?
   a. Be sure to explain what your cost and timeline is for a project like this.

7. I know you'll likely be comparing a few proposals … what two to three factors will determine who you go with?

Then, review their answers, explain your process, and close the deal!