Cold Calling Script (Personalize It!)

YETI Script 2024 season

Students: Practice this script and modify it so you can say it naturally. It is important for you to be able to talk confidently with potential sponsors. Apply what you learned in presentation training.

Hello or Good morning/Good afternoon, I am (say your name). I am a member of a high/middle robotics team called (_____). Our team is looking for companies who will help us learn valuable skills that may one day be needed by your company.

We would like to talk to someone at your organization about providing support. In return for funding or other resources, we offer publicity for your company through recognition on our website, displaying your logo on our robot, T-shirts, team banners and banners possibly at our new home and in the media. We are also offering you the opportunity to make a difference in the lives and career choices of our student team members.

(Pause –take a breath—let the other person respond)

If they ask what you specifically want … ONLY FOR YETI STUDENTS (Other students please work on what you would like to say for this!)

Our team, YETI Robotics, is looking for support which will allow us to build a 150 lb robot to compete in North Carolina District Tournaments throughout April 2024. This support can be in the form of money, mentors, or materials. YETI has a history of success in our competitions each year. YETI was the NC State Champions in 2016 and advanced to the FIRST World Championships in St. Louis, MO. The IMPACT award is the most prestigious award a FIRST Robotics team can win. Today, I would like to talk about meeting with someone to present about our team and or demo our robot.

(Pause –take a breath—let the other person respond)

If they ask about FIRST or your competition …Our team competes in a national competition organized by FIRST Robotics. FIRST Robotics' mission is to promote careers in science and technology for high school students. FIRST Robotics was founded by Dean Kamen, who you may know as the inventor of the Segway scooter and the life saving portable insulin pump.

(Pause –take a breath—let the other person respond)

If they ask why they would want to support our team…Your company (name of the company) could be associated with other high quality organizations that sponsor FIRST teams like ours across the nation. For example: NASA, 3M, FedEx, Autodesk, Google, Microsoft, National Instruments, Rockwell, UTC, Lead Technologies, Celgard, BASF, and Duke Energy. Supporting a FIRST team helps your company by making it better known to future professionals and current professions who use technical products, services, and information.

(Pause –take a breath—let the other person respond)

FINISH: Always remember "the ask" or why you called get a name and phone # to follow up with….

Who could we talk to about setting up an appointment to make our presentation?

OR If you are talking to the decision maker …..

When can we schedule a presentation to you and your company?

Ending, be polite even if they say no! They may say yes next year.

Consider asking if any of their employees might want to be involved as mentors

Contact me at (Your Phone Number) or email me at (Your Email)

Thank you

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