



## Customer Call Script

### Opening

Hi, my name is [name], and I'm competing on a team in the UC Davis Big Bang! Business Competition. We thought you may be able to offer some key insights and feedback regarding our business idea. We'll use your feedback to help refine our proposal for the business competition.

Our company provides [describe product or service; 1-2 sentence pitch].

Is now a good time for you to talk? Do you have a couple of minutes?

- If Yes - proceed to Qualifying Questions.
- If No, request a better time to call back and note that time.

(REMINDER: Limit the conversation to 5-10 minutes and keep track of the time.)

### Qualifying Questions

- Our product/service solves [describe problem]. Is this a problem that you've experienced, and if so, how much or how often?
- How do you currently solve this problem?
- Our [product/service] offers a solution to this problem by [describe solution provided]. If you had access to this solution, do you think you would use it?
- What about this solution is potentially valuable to you?
- What are your biggest concerns?
- If this product was available today, what would you want to see or know before you'd consider using it?

### Closing / Next Steps

- Is there anything else I should know?
- Is there another person at your company who I could reach out to for additional feedback?
- (possible test of interest) As we develop this product/service, would it be okay if I contacted you later for additional feedback?

- Feel free to call or email me if you have any questions or interest in our idea. Do you need my contact information?
- THANK YOU so much for your time. We really appreciate it!