

You receive the following E-Mail from your boss:

Give this guy a call; he is in your territory. I have cut and paste a blurb from the Insurance Industry Register, which is a B2B insurance newsletter. Looks like he could be a good lead.

Good Luck,

Dave

THE BLURB:

International Insurance Group, a Britain Based Insurance Company will be opening a US based operation in the coming months. As part of that, James Eckert, has been named North American Vice President of Sales. Mr. Eckert will open the main sales office in Kalamazoo, MI, but will employ a sales force that will cover the 75 largest metropolitan areas in the United States. In a recent interview Mr. Eckert stated that he is in the middle of hiring and deploying that sales force. He stated he is looking for a “modern, technologically savvy group of sales professionals ready to build strong customer relationships.” Mr. Eckert was most recently an independent consultant specializing in the B2B insurance market.

This information forms the basis for your student-to-student practice phone call and the appointment setting phone call you make to Dr. Eckert.