

# PROMOTING THE ECONOMIC RECOVERY SOFTWARE GRANT PROGRAM TO BUSINESSES AND GOVERNMENT ENTITIES

## TELEMARKETING (Sample Scripts and Sample Voicemails)

**Phone script example – CIO/CFO/COO/President/Senior Leadership (it is important to become conversational – this script is intended only to help you get started and have some answers to questions posed by prospects) Being conversational might involve knowing what to do at “decision points” such as when you get a YES or NO answer.**

Hi Name, I'm calling to make sure your (company, business, hospital, bank, city, etc.) is aware of the COVID-19 Economic Recovery Software Grant Program. Is this something you're aware of?

(likely answer is No).

May I take a minute to introduce you to it and then perhaps we can schedule a follow-up conversation to get you more details? (If NO, ask about a time to have this conversation and if NO to the conversation ask if there's someone else that you should have this conversation with since you're making sure they're aware of a grant providing them with about \$100 thousand to \$150 thousand per hundred employees in software that will help them now and in the future. Get the other contact name).

If YES... Thank you, I enjoy telling everyone about this. (just being conversational) The Grant Program provides your (company, business, hospital, bank, city, etc.) with the modules and user licenses to address business processes throughout your entire enterprise, and as a part of this grant it is delivered FREE of a license charge. Depending on your total headcount this could represent hundreds of thousands or even millions of dollars of licensed software without the license fee. There's approximately \$1500 in licensed product available per employee, so for businesses with 100 employees there's \$150 thousand in gifted licenses and for a business with 1000 employees there's about \$1.5 million in gifted licenses and so on. The software is used for automation, digital transformation, business processes, application development, workflows, content services, scanning, business intelligence, executive dashboards and more, and this isn't for one department – it's for all the departments and processes throughout your enterprise. It has all of this functionality in response to what customers that told us they wanted which is fewer vendors and they want applications that are more comprehensive and flexible. Our customers have claimed savings of up to \$4,500 per employee per year, and those are customers that paid for their licensing. (Companies, businesses, hospitals, banks, cities, etc's) licensing the software platform through this grant program are experiencing the benefit without the license fee. Is this something that you'd like to learn more about, or would you like to receive our grant proposal which outlines the program and what's available to your (company, business, hospital, bank, city, etc.)? (If they want the grant proposal, open up your webpage and enter the data for the business, employee headcount, primary connection, etc., and the proposal will be sent out within 3 days).

At this point, you are either following up to provide more information – possibly with a follow-up call involving your resource at ScerIS, contacting another individual in the business, or, if you collected the

information for the grant proposal you should indicate that you'll follow up with them a couple days after they receive the grant proposal. What you will actually do is follow-up with them when the grant proposal is sent to validate that they received it, so that if it is trapped by a spam filter they get it. Then, there will be an additional follow-up a couple days later.

### **VOICEMAIL Example (#1)**

Hi Name, I'm calling to make sure that you and your company are aware of the COVID-19 Economic Recovery Software Grant Program that provides your organization with a software platform to help you return from the negative economic effects of the pandemic in a stronger and healthier position. In the event that you're not aware, please give me a call. With just a couple minutes of your time I can gather the information needed to extend this grant offer to you. My name is XXXXXXXXXXX and my number is xxx-xxx-xxxx

### **VOICEMAIL Example (#2)**

Hi, I'm following up on my last message about the COVID-19 Economic Recovery Software Grant Program. I'm calling just to make sure you're aware that we are granting licenses to \$200 million dollars worth of our multi-purpose enterprise software to help businesses overcome the negative economic impact of the virus. And not only might this be an important value to your (business, company, hospital, bank, city, town, state, etc.) you may be aware of other businesses, perhaps not-for-profits in your community that can also benefit from this program that we just don't have the bandwidth to reach. Anyways, can we find some time to have a conversation about the program? My name is XXXXXX, and my phone number is xxx-xxx-xxxx. I really want to encourage you not to miss out on this. Customers using this software have achieved savings of up to 4500 per employee per year. It's a very simple process to get information about the grant. Again, this is XXXXXX, and my phone number is xxx-xxx-xxxx. My best to you, Thank you.

### **VOICEMAIL Example (#3)**

This is XXXXXXXXXXX, just following up to make sure that your (company, business, hospital, bank, city, etc.) doesn't miss out on the COVID 19 Economic Recovery Software Grant Program. This software platform is considered the second most important application by many of our customers, and the licensing, until March 31, 2021, is granted to you for any modules and any user count you desire. Granted to you – that means it's FREE. There's no time like the present to take advantage of this truly unique situation, and I am calling because I think (name of company) is the perfect candidate for the

software platform. Again, this is XXXXXXXXXXX and my phone number is xxx-xxx-xxxx. Please give me a call.

#### **VOICEMAIL Example (#4)**

I was hoping to reach you today. Didn't want (NAME OF BUSINESS) to miss out on the COVID 19 Economic Recovery Software Grant Program. Perhaps you'd prefer to just look this up yourself. My webpage is [www.sceris.com/LASTNAME SCERISID](http://www.sceris.com/LASTNAME SCERISID). On that page is some basic information. Completion of the form on that page will get you the grant proposal, which might give us a starting point for determining which platforms will best suit your needs. Thank you, and this is XXXXXXX, and I can be reached at xxx-xxx-xxxx.

#### **Email Follow-up example (to any of the VMs)**

Hi NAME,

I left you a VM about this and it's important enough that I wanted to follow up. I'm a business partner with a truly remarkable company whose board of directors authorized granting \$200 million of licenses of their multi-purpose software platform to help businesses return from any economic hardship caused by this pandemic. If you want to receive the grant proposal for your company, please just go to <https://www.sceris.com/LASTNAME SCERISID> and complete the form at the bottom of the page. At the very least you should get the proposal and determine the value for yourself.

The Economic Development Software Grant Program document specific to your business will be delivered to you. I will follow up with you a couple days later and get answers to any questions you or your team may have.

Regards,

#### **EMAIL CAMPAIGN (Sample Texts) (Can apply to a paper mailing campaign)**

##### **EMAIL – LONG VERSION Example**

SUBJECT: \$200,000,000 In Software License Grants Pledged to Strengthen USA Businesses and Government Entities

Dear (title prefix) FN LN:

Have you received your complimentary enterprise software licenses yet? Whatever you do, don't let this opportunity pass you by and please make sure that all the appropriate executives in your organization are aware of this program.

***In response to the negative economic impact of the pandemic, the ScerIS Board of Directors decided to grant unlimited licenses of its core software platform to businesses and government entities to help them return from the pandemic stronger, healthier and better positioned for future success. Now through March 31, 2021, ScerIS's core technology platform can be licensed without a license fee now or ever.***

To get your grant proposal, go here and provide the requested information, visit <https://www.sceris.com/LASTNAME SCERISID>. The proposal will include licensing to accommodate all your employees. Your selection of licensing modules that you decide are beneficial to your organization will determine the actual value of the granted software.

The total value of available software for each business for enterprise-wide application is typically between \$1,500 and \$2,200 per employee, but most businesses select licensing that represents between \$800 to \$1,200 per employee because some licensed components are not applicable to all employees. *For example; A 1,000 employee organization will receive about \$1,000,000 in software with no license fee. The modules, functionality and user accounts licensed are at each business' discretion.*

ScerIS, Inc, a 27 year-old Massachusetts technology and services company, serves business customers of every type, for-profit and not-for-profit, large and small, and government entities. Its technology platform helps organizations simplify IT and simplify business processes. Throughout the years, customers have claimed that the technology has reduced costs by up to \$4,500 per employee. For a limited time, through March 31, 2021, these year over year savings are achievable without a requirement to purchase the software licenses – all user license fees are waived during this period.

The software platform works with nearly every enterprise system and is widely used for

- robotic process automation,
- application development,
- workflows,
- content services and scanning,
- EDI,
- business intelligence,
- executive dashboards and more.

The platform is used to

- rapidly create applications and workflows,
- manage documents and data,
- fill voids in enterprise products,
- replace technology silos and all related costs including internal support costs,
- retire orphaned systems, and
- achieve a more compliant and secure business environment.

If your business has licensed other products for processes or departments that provide some of the functionality of the ScerIS product, now may be a great time to replace those systems with software

licenses offering a broader functionality to better serve your entire enterprise, a license for all departments and all processes.

If you feel that you can benefit from this offer, go to <https://www.sceris.com/LASTNAME SCERISID>. Get our grant proposal and if you require a conversation about the product base and its application to your business needs, let's do that once you have this document in hand.

*As you consider this offer, please think about the other organizations in your community that can benefit from this program and help us "Pay This Forward". There are organizations in your community that may benefit from this software grant, in particular: religious and not-for-profit entities, as well as your local government and we just can't reach everyone directly. Please keep them in mind - all they need to do is to go to my webpage and enter the required information – I encourage you to make sure they're aware of this program – we intend to help as many businesses, organizations and government entities as is reasonably possible.*

For information about the company, please visit <https://www.sceris.com>. For information about the technology platform, please visit <https://www.sceris.com/etcetera>. For a list of industries served, please review the list at the bottom of the ScerIS home page, and to see a sample list of business processes addressed by our core platform, visit the specific industry page of interest.

Please stay safe and healthy. Please let me know if there's anything I can do to help you. I wish you, your family and friends and your community good health and a quick recovery from any impact you've experienced during this pandemic.

My best to you,

(Signature)

#### **EMAIL – SHORTER VERSION Example**

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My best to you,

(Signature)