

PRE-CALL PLAN:

Madison Butler



1. Prospect's name, title, background information

3M: Michael McDonald, Director of Government Operations at 3M Health Care, he is an experienced director of operations with a demonstrated history of working in the Health Care material management or industrial engineering industry. He is also skilled in Intelligence Analysis, Operations Management, Government, Emergency Management, and Intelligence.

2. What is your objective or goal for an email?

The objective of an email is to initially introduce the prospect to the product while being more specific, profound, and personalized. The email should also highlight 3+ value benefits and share compelling info specific to the buyer. The email should briefly introduce the product and share its relevance to 3M specifically.

3. What benefits or points do you want to highlight in your messaging?

- The idea is to combine the human employee and digital worker to work more effectively, eliminating mundane tasks.
- AA deploys 50-100 bots as trial runs and AA trains teams to manage the bots.
- Automation of the guest experience, transactional work, and software testing.
- Leverage RPA to improve efficiency and focus on guest experience by automating guest data processing, data verification, payment processing, user account creation, and competitor pricing analysis.
- RPA automates the transactional work involved with routing items, and ensure data flows seamlessly between systems.
- RPA can be used to optimize hardware and software testing for functional, load and mobile performance.

4. What are possible objections that you need to address upfront?

A few objections that need to be addressed upfront include price, the uncertainty associated with a new product, and doubt in the bots' ability to interact with human beings and the ability to perform human tasks. Another objection or question that could arise concerns the use of bots and if training is provided.

5. How do you plan to close the conversation in email or voice mail?

"Mr. McDonald, If you would like to take the initial step, I would like to begin the process by deploying the necessary resources from my company to discover how we could assist in providing results before the end of this calendar year. If you are interested, I will call your office at 9 am on August 30th to set up a date to meet with you to discuss the value Automation Anywhere has brought to many other companies and can bring to your organization. If you will not be in the office, or if this is an inconvenient time, please have your assistant contact me, Madison Butler, at (817) 480 – 6747 or madison_butler@gmail.com to reschedule a time when I should place the call. I look forward to hearing from you. Thank you in advance for your time."

1. Prospect's name, title, background information

GE: Gib Bosworth, Global Executive Sales Director, Passionate global leader fanatical about helping customers transform their companies with digital tools, manufacturing optimization, and energy-efficient solutions. He has developed deep aviation/aerospace expertise across the commercial lessor, airline, A&D supply chain, and MRO industry segments.

2. What is your objective or goal for a voicemail?

- The objective for a voicemail is to initially introduce the prospect to the product. The voicemail should highlight 3+ value benefits and share compelling info specific for the buyer. The voicemail should briefly introduce the product and share its relevance to GE specifically.

3. What benefits or points do you want to highlight in your messaging?

- Automate quality assurance process, production, and inventory.
- Let RPA do the heavy lifting for ERP automation, automation of logistics data, data monitoring, product pricing comparisons.
- Maximize accuracy in quality testing, inventory, and production of aviation products.

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5. How do you plan to close the conversation in email or voice mail?

"Mr. Bosworth, If you would like to take the initial step, I would like to begin the process by deploying the necessary resources from my company. If you are interested, I will call your office at 9 am on August 30th to set up a date to meet with you to discuss the value Automation Anywhere has brought to many other companies and can bring to your organization. If this is an inconvenient time, please have your assistant contact me, Madison Butler at (817) 480 - 6747 to reschedule. I look forward to hearing from you."

