

Sample Call Center Script: Direct Response

Emily

Thank you for calling The More You Eat, The More You Lose. Would you like to place an order?

David

Yes.

Emily

Excellent. We are running a special to the first 500 callers that you get free express shipping.

David

Oh, great.

Emily

And you would like the 15 DVD set?

David

I would.

Emily

Ok, great. The special price is three easy payments of \$29.95. Would you like to put that on Visa, MasterCard, or American Express?

David

American Express.

Emily

Great. Let me get your name, please?

David

David Cardelli.

Emily

Ok. That's David, and could you spell out the last name for me?

David

C-A-R-D-E-L-L-I.

Emily

That's C-A-R-D-E-L-L-I?

David

Yes.

Emily

And may I have your address?

David

It's 800 North Henderson Road.

Emily

Ok. That's 800 North Henderson, H-E-N-D-E-R-S-O-N, Road?

David

Yes.

Emily

And what city and state is that in?

David

In Philadelphia, Pennsylvania.

Emily

Ok. And the zip code?

David

19406.

Emily

That's 19406?

David

Yes.

Emily

Would you like another DVD set that you can send as a gift for an additional one-time charge of \$29.95?

David

So if I get the second set, it's only \$29.95?

Emily

Yes. It's only a one-time payment for the additional DVDs.

David

I'd like that. I can give it to my sister as a gift.

Emily

Ok, great. Would you like me to ship this directly to your sister?

David

No. Send that to me as well.

Emily

Ok. Can I get your American Express number?

David

Sure. That's, uh, 123 456 789 876.

Emily

And the expiration date?

David

Uh, 10-2015.

Emily

10-2015?

David

Yes.

Emily

Ok. And the 4-digit CVV code located on the front of your card.

David

1975.

Emily

Great. Ok. To recap, we will be sending two The More You Eat, The More You Lose DVD sets to your Henderson Road address via free expedite shipping. There will be two charges to your American Express for \$29.95 for your DVD set, and the additional one. You will then be charged \$29.95 for the next two months, as well.

David

Great. Thank you very much.

Emily

You're welcome. Thank you for choosing The More You Eat, The More You Lose.

David

Goodbye.

Emily

Bye.

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