



Conversation Starter: Government Samples

Unplanned Meeting

Sample 1: Focus is on mobile handheld devices and Wi-Fi resulting in increased collectible traffic citations for law enforcement agencies.

Hello, George. My name is Joe SalesRep and I represent TopNotch Solutions. I help state and local government agencies improve productivity and revenues with specialized technology solutions.

George, I read that a major city was losing millions of dollars in fines due to illegible handwriting on traffic citations until the police department started using handheld computers and wireless networking. Now, officers use point-and-click techniques to input information and sync up to station houses via Wi-Fi. The system produced such a huge increase in accuracy it paid for itself in four months! The same system can be used for crisis communication and first-responder information transmission.

In your city, George, what percentage of traffic citations is truly collectible?

Sample 2: Focus is on self-service kiosks producing cost savings and constituent service improvements for local and municipal governments.

Hello, George. My name is Joe SalesRep and I represent TopNotch Solutions. I help government agencies use technology to improve service to their constituencies.

George, last year I helped ABCTown install a self-service kiosk in town hall for citizens to use for several types of government services. They can pay utility bills, report potholes, view permits, and get information, 24 hours a day, 7 days a week! The town people love it, especially the after-hours access, and it's enabling the clerks to focus on more complex service requests. ABCTown plans to add more services plus promote local businesses in the next few years.

George, are there government services in your town that would be well-suited for self-service?

Planned Meeting

Thanks for taking the time to have lunch with me today, George. My objective for our first meeting is to learn more about how you provide services to your constituents and to address any questions you might have about me or my company. How does that sound to you?

- What would you like to accomplish during our discussion today?
- So, George, tell me what you enjoy most about your job.
- George, what do you see as the top two or three challenges for your agency this year?
I hear you! I've seen clients struggle with those same challenges.



Introductory Call Script: Government Sample

Hello, Miss Prospect, I'm Joan SalesRep from TopNotch Solutions in Peoria. The reason I'm calling you today is to schedule an appointment so that I can show you innovative ways to extend services to your constituency while saving staff hours.

I'm sure that you, like the mayor of Anytown, are interested in making information and services more available to Yourtown citizens.

That's great! I'd like to tell you what I just found out about Anytown's success with a public-access kiosk. Anytown's mayor wanted to reach a segment of the population, roughly 15%, that didn't feel comfortable navigating the Internet to access government services. He wanted to provide them with an easy way to renew fishing and hunting licenses, pay utility bills, and get important information any day of the week. So he called me at TopNotch, and I worked with his staff to design a self-service kiosk with touch-screen navigation. The kiosk was installed in the town hall lobby back in January and it's available 24 hours a day, 7 days a week. The mayor called me this morning to say that 28% of his constituents have used the kiosk over the past 6 months!

Now he wants to add more services to reach more citizens and visitors. He estimates that by automating selected services he can save staff hours. I suggested displaying advertising for local businesses to create a revenue stream.

Miss Prospect, I'm sure you recognize the importance of broadening your reach and you may be feeling pressured to expand service hours to meet constituent needs.

I'd like to meet with you to learn more about how Yourtown delivers services. How's Tuesday at 2:00?

Objection: Why don't you just send me some information?

I'll overnight it to you today. Then let's get together. How about Tuesday at 2:00?

Objection: We're providing services just like most towns and it's working just fine.

Miss Prospect, another town I've worked with felt the same way, before they had a chance to see how easy it is for residents to look up permit status and access other services without interrupting the staff. Let's meet on Tuesday at 2:00 and I'll demonstrate.

Objection: I'm really not interested.

Miss Prospect, another town I've worked with felt the same way, before they had a chance to see just how many services a kiosk could provide, round the clock. You and I can create a list when we meet. Tuesday at 2:00?

OK.

Great, Tuesday at 2:00 it is.

Thank you, I look forward to meeting with you then.



Outbound Voicemail: Government Samples

Sample 1:

Mrs. Prospect, this is Joe SalesRep from TopNotch Solutions in Peoria. Illegible handwriting was costing Anytown, USA, millions of dollars in uncollectible traffic citations until their traffic officers started using handheld computers with point-and-click applications. Compact, portable printers enable them to present readable citations to traffic violators and revenues from these fines have risen dramatically.

TopNotch helps government-run agencies save money and improve public safety using technology solutions. I will send you a letter today explaining how you can benefit from the right solution and then I'll follow-up next Monday. If you prefer, you can reach me at 999-999-9999. I look forward to speaking with you!

Sample 2:

Hello, Mr. Prospect. My name is Joe SalesRep and I represent TopNotch Solutions. I just spoke with your assistant, Julie. I'm sending you an email offering you a seat in a free seminar we're hosting in October. It's for decision makers interested in ways to enhance public safety while protecting their police force. Please read the email, it includes tips for finding concealed substances.

I will follow-up with you tomorrow morning. If you prefer, you can reach me by responding to my email or calling me at 999-999-9999. I'd like to hear your take on our tips!

Sample 3:

Hello, Mr. Prospect, this is Joe SalesRep calling from TopNotch Solutions in Peoria. I'm calling to tell you how you can expand the services you offer the citizens of Yourtown by providing a self-service kiosk in a designated public area. Anytown installed one last June and people use it all hours of the day and night to pay utility bills, look up permit information, report potholes, and more.

I will call you on Thursday afternoon so we can discuss how a self-service solution can benefit your constituents, and increase your staff's productivity! Or, you can reach me at 999-999-9999. Thank you for your time.



Inbound Voicemail: Government Samples

Sample 1:

You've reached Joe SalesRep of TopNotch Communications. Thank you for responding to my message. I'd like to hear your view of the challenges and opportunities before you, and explore ways our solutions can benefit you. Please leave your name, number, and the best time for me to contact you. I'm eager to speak with you!

Sample 2: (for responses to a specific offer via a designated phone number)

This is Joe SalesRep of TopNotch Communications. Thank you for your interest in our free seminar on Enhancing Public Safety scheduled for October 20. To reserve your place, please leave your name, number, and the best time for me to call you to confirm your registration. I'm looking forward to seeing you at this special event!



Follow-Up Letter: Government Sample

August 12, 2005

Mr. James Smith
Chief Technology Officer
Local Government Office
25 Main Street
Yourtown, ST, 02468

Dear Mr. Smith:

Last Tuesday, I phoned and left you a message about security technology solutions for the public sector. Local governments like Yourtown's can enhance public safety by using high-quality TopNotch video surveillance solutions.

Here's why you should investigate a TopNotch surveillance system:

The **challenging work** of your police officers is ***even more stressful*** at night when crime is more likely, and detection and prevention are more difficult. Officers approaching a crime in progress ***put themselves at great risk***, and the chances of a suspect getting away are much greater at night. If your officers have **difficulty spotting a perpetrator** they are at a tremendous disadvantage. By neglecting to provide your police force with the proper tools, you are ***hampering their ability*** to catch suspects and ***jeopardizing their safety***.

The **wide variety of video surveillance solutions** from TopNotch includes thermal imaging cameras that provide **night vision** and other capabilities to assist law enforcement personnel. Proven TopNotch solutions enable police officers to detect fugitives, find hidden objects, and reveal clues from accident scenes. And we offer a line geared specifically for mobile, handheld use.

Here are three significant public safety improvements you can expect with a TopNotch solution:

- ***Increase officer and public safety:*** Detect suspects and intruders over long distances, in challenging weather conditions, and in total darkness. Your officers will be able to approach dangerous situations in stealth mode, protecting them and your citizens from harm.
- ***Uncover concealed illegal substances:*** Find hidden compartments in vehicles, stashes in homes, and disturbance on grounds. You'll save time searching for evidence, expediting police work, and removing hazardous substances from circulation.
- ***Expedite accident investigation:*** Detect evidence from skid marks at night, getting investigators off the scene and to a safer location faster. Your detectives will close investigations and resolve discrepancies sooner, freeing them up for other cases.

With your experience in local government you recognize the importance of arming your law enforcement personnel with tools that protect them and your constituents. Today's local government leaders regard security technology as a **public safety necessity** not just a "nice-to-have" tool. Government agencies that fail to examine the far-reaching benefits of modern video surveillance systems unwittingly sacrifice public safety and put their police officers at unnecessary risk.

I will call you next week to set up an appointment, so you can see first-hand how the right TopNotch surveillance solution can help ensure the safety of the citizens and police officers of Yourtown. Or you can reach me at 999-999-9999. I look forward to meeting with you personally.

Sincerely,

Joan SalesRep
Mid-Atlantic Sales Manager
TopNotch Solutions, Inc.

P.S. You'll find it easy to work with my company. TopNotch Solutions has a GSA contract and 15 years of experience in the public sector!

P.S.S. Let's meet soon, we're running a promotion that will reduce your total cost of ownership!



Email: Government Sample

Subject line:

Catch suspects in the act

Body:

Respond by September 30 to reserve your seat at our free seminar!

HOW SAFE ARE YOUR POLICE OFFICERS WHEN APPROACHING A DARK CRIME SCENE?

Dear Mrs. Prospect,

Catching a perpetrator in the act of committing a crime is tough enough during the day. Add the cover of darkness and your chances drop to the floor. Not to mention your police officers are at great risk of being discovered first—and harmed—by a potentially dangerous suspect.

Think about it. At night, what does a police officer do to try to locate a suspect? He shines a bright flashlight, panning the area! The suspect sees the light—runs away. Or worse—attacks the officer.

Click here to learn more about the far-reaching benefits of video surveillance solutions

What can you do to ensure the officer's safety while improving the odds of catching the suspect?

Give your officers night vision—handheld thermal imaging cameras.

TopNotch Solutions offers a range of video surveillance solutions designed to give law enforcement personnel an edge. And now through Friday, September 9, we are offering leaders like you a seat in our free seminar, "Enhancing Public Safety," scheduled for October 20. We'll identify ways to make Yourtown—and its police and fire department staff—safer through affordable surveillance solutions.

Enhanced safety is just one of the many benefits of video surveillance technology:

- Uncover hidden caches of illegal substances
- Locate a missing person or abandoned automobile
- Justify a whole body frisk
- Discover clues in tire marks left at accident scenes

Protect your protectors. Reduce their stress. And enhance the effectiveness of their investigative police work.

PUBLIC SAFETY IS YOUR BUSINESS.

RESPOND TODAY—and make it happen.

Joe SalesRep
Mid-Atlantic Sales Manager