

A light blue silhouette of a world map is centered on the page, serving as a background for the title text. The map shows the outlines of continents and major landmasses.

# Conducting Scriptwriting Clinics

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## 1. Types and Uses of Clinics

- a. Scriptwriting Clinics
- b. Objections Clinics
- c. Other Clinics
  - Contingency and If/Then

## 2. Objectives of Scriptwriting Clinics

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## 3. Purpose of Scriptwriting Clinics

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## 4. Purpose of Objections Clinics

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**5. Current use and frequency of Scriptwriting Clinics**

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**6. Scripting is \_\_\_\_\_**

*There are four steps involved in Scriptwriting Clinics*

a. Brainstorm for bullet points

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**The Scripts should always include the Five Financial Services Benefits, which are:**

\_\_\_\_\_ them money

\_\_\_\_\_ them money

\_\_\_\_\_ them money

\_\_\_\_\_ them money

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b. Reduce the bullet points to a Big Five and Rank Order

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c. Develop each bullet point

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d. Construct a first-person script

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# Case Study

## Using the Four Steps of Scriptwriting

A competitive financial institution in your market has begun a marketing campaign featuring its new Certificate of Deposit with a rate that is .25% higher than your institution's similar product. There is a newspaper advertisement and billboards are out in the community. You now have Clients/Members who are asking if your Bank/Credit Union has the same type of rate.

As the Manager, you know that your team is being bombarded with calls and inquiries about your CD rates as you have a large number of certificates coming due in the next 60 days.

What is your strategy to ensure that your sales team (including the teller job family) is prepared to answer these inquiries?

*Sample of a script that is a direct result of a Scriptwriting Clinic:*

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# Objections Are The Royal Road To The Close

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## There are Two Kinds of Objections Clinics:

- a. Objections from Clients/Members/Prospects to your Employees
- b. Objections from your Employees to You

## The Three Phases of Objections Clinics:

- a. Objection Gathering
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- b. Objection Answering
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- c. Post-Clinic Follow Up
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The Uses of Objections Clinics:

- a. Before a product/service launch
- b. During a product/service launch
- c. With existing products/services (e.g., FiNAPing)
- d. At times of staff resistance

There are Three Categories of Objections:

**1. Generic Objections**

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**2. Product/Service Group Objections**

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**3. Product/Service-Specific Objections**

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There are Four Steps Involved in Objections Clinics:

*Script all answers in the first person*

- 1. Brainstorm bullet points**
- 2. Reduce the bullet points to a Big Five and Rank Order**
- 3. Develop each bullet point**
- 4. Once an answer has been scripted, ask:**
  - a. Would it work?
  - b. Would it convince the Client/Member/Prospect to move forward?
  - c. Would you be convinced of your own answer?





## “Certificate of Deposit” – Objections

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### Sample of a Script that is a Direct Result of Objections Clinics

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## If/Then Clue Clinics

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- a. Generate list of clues
- b. Divide groups and ask them to script Tag-Ons for clues
- c. Debrief by reading the clue and having the participant verbalize the Tag-On



## **“Tips” for Managers to Achieve Extraordinary Results from Scriptwriting Clinics**

1. Create and maintain Scriptwriting and Objections Books
2. No Management “One-Upsmanship”
3. Distribute proven scripts to your sales team
4. Schedule some time to coach one-on-one. Listen to the proven script put into his/her own words. Give praise and ask for feedback from your salesperson about the results he/she experienced when using the script with a Client/Member. If it was a positive result, share the “Best Practice” script and recognize his/her efforts. If it was a less than positive result, brainstorm for improving the script or offer suggestions for better delivery.

Remember, Anxiety is the price you pay for \_\_\_\_\_.

