

# Call Script for the Assisted Living Vertical

*Use the below call script for outreach to assisted living prospects.*

Hi [NAME], this is [YOUR NAME] from [YOUR COMPANY]. The reason for my call is that many assisted living communities have phone systems that are costing them too much money in maintenance costs without providing the modern features they need. And they are taking too much time to manage and support.

What if you could modernize your phone system to get the mobility and other key features you need, while also eliminating the high maintenance costs and networking everything together into a centralized system?

## If open to discussion (general questions to ask)

Many assisted living communities we speak with have some specific requirements, such as the ability for staff to communicate from anywhere in the facility, while walking around or attending to residents. They need overhead paging and intercom capabilities. And, particularly for those that operate multiple locations, a centralized, single-phone solution is a must. What capabilities are critical for your community that you're missing from your current setup?

Assisted living community EDs and RDOs tell us their phone spend is skyrocketing and they're even paying for services they don't need. What costs are you incurring that aren't providing commensurate value?

If you don't mind me asking, what kind of support are you getting from your current vendor(s)?

[Move to close]

## If not open to discussion

When would be a better time to call back? Or is there someone else at [COMPANY] I should contact?