eBen
ePN Sales Function

Scripts - Benefits Vendor Initiation Call to Decision-maker

<p align="center">Start</p>

---

1. **Introduce yourself.**

   - This is (Your Full Name)...
   - From "eBen Global"...
   - Then ask, do you know eBen? or, have you heard about eBen before?

   <div align="right">Answer: No.</div>

---

2. **Make sure you know the DM.**

   - No Problem at all…
   - But first, May I know who is on the line?

   <div align="right">Answer: DM gives his/her name.</div>

   - Hello (his/her First Name)
   - May I know what are you looking after at (Benefit Provider Company Name)?

   <div align="right">Answer: DM gives his/her position as Owner, CEO, or Marketing Director.</div>

   - Excellent…

---

3. **Introduce eBen.**

   - Let me tell you about eBen:
   - We... are **eBen Global**.
   - The largest employee discount platform in the region.
   - We look after over 127,000 high-end employees and their families in the UAE.
   - Our clients are among the best employers in the region.
   - We are working with companies like:
     - DHL
     - Schneider Electric
     - AlZahra Hospital

- o   BDP International
- o   Omnix International
- o   Carrefour
- o   Suzuki
- o   and many more...

---

4.   Introduce the ePN.

- As mentioned, we look after over 127,000 high-end people and their families.
- We build and manage their Employee Discount Platforms.
- We currently maintain 125 discount platforms for 125 different companies and we are adding new ones every month.

---

5.   Introduce the ePN.

- The reason why I am calling you today is that:
    - o   As I am part of the global partner growth team at eBen, my team is tasked to list new benefit vendors on all the discount platforms we maintain as requested or recommended by our clients.
    - o   As I was scanning the market for the best vendors in [mention the name of the benefits provider category], your brand name came up.

---

6.   Introduce the ePN.

- If you would like to list your brand [mention the Benefit Vendor Company Name] as an employee benefit on the employee discount platforms we manage, I would like to set up a call with Mr. [SAM Full Name], [Our regional head of partner growth] to discuss this opportunity.

Answer: Yes

---

7.   Set up a meeting with your SAM.

- Excellent, Awesome, Great, etc...
- Can we have this meeting tomorrow at 10:00 AM?

Answer: Yes

---

8. Move to the Decision-maker.

- So far so good…
- Please, let me confirm your contact details:
    - Email:
    - Mobile Number:

<div align="right">Answer: Sure, may I know, who is on the line?</div>

---

9. Wrap up the meeting.

- Thank you (First Name)…
- After this call, I will send you 2 things:
    - A meeting invite. Please, confirm attendance on the invite.
    - An introductory email to let you know more about eBen Global.

<div align="right">Answer: Sure</div>

End