

QUALIFYING CALL



STRATTON
OAKMONT, INC.

FOR TRAINING PURPOSES ONLY

QUALIFYING CALL

"Hello, Mr. (first & last name) please!" "Mr. (last name), (RR name) from Stratton Oakmont in NY. How are you today?"

"Great".

"Sir, I know you're busy, I'll get right to the point."

"Are you familiar with (the name, firm) Stratton Oakmont?"

(if yes) "Do you presently have an account with Stratton Oakmont?"

(if not) "That's fine, you may not be". "We specialize in both foreign and domestic special situations, new issues, --- secondaries things of that nature."

"Very simply sir, with your permission, all I would like to do is introduce myself and my firm, forward you a complimentary issue of our monthly research report and at a later date, perhaps get back to you with our latest recommendation." Fair enough?"

QUALIFYING QUESTIONS

"In order not to waste your time with an inappropriate investment or something that was not suitable for you."

"Do you prefer Big Board or Over The Counter (OTC)?"

"Have you invested internationally?" "Japan, Mexico, Germany?"

"When you invest, do you usually invest more long term or more short term?"

"And by what nature, are you more aggressive or more conservative?"

"Nothing specific, approximately how much do you have in the market?"

"Ballpark figure."

"When you like an idea, what's a comfortable dollar range you normally work with?"

"Ballpark?" (If the answer is "I don't know")

"If I came back to you with an idea that you like, and the timing is right, - ballpark, what would you feel comfortable with?" "Ballpark."

"So that I know (what you like) or (your investment objectives), can you name for me a few stocks that you recently purchased or are currently holding?"

"Mr. _____, what I will do is have my secretary forward that out."

"If you have any questions, please feel free to give me a call."

"Thanks for your time."

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..."Fair enough".

If yes, "Just a few quick questions so that in the future I won't waste your time."

If no, (Don't waste time with unqualified prospects)

"Are you presently invested in the market?"

"From what I understand you've invested in the past?"
(He may not have done something in a while).

"From what I understand, you deal with a local broker?"

REBUTTALS:

Remember your time is valuable, do not waste it with people that are not qualified.

NOT INTERESTED: Q:

"Are you presently in the market?"

(If yes, clarify that):

"We only make a handful of recommendations a year."

(If no, maybe he hasn't done something yet)

"From what I understand, you've invested in the past."

or "From what I understand, you invest with a local broker?"

OTHER BROKER

LOCAL BROKER:

"That's great, we are not looking to interfere with anything your currently doing." "I was only hoping that in the future, when we isolate a situation with strong potential to make you money, you would have an open ear."
"Fair enough?"

"Believe me I wouldn't be calling you if you didn't."

"Most of our clients have 2 or 3." "Stratton is a boutique investment banking firm making only a handful of recommendations a year, and I was only hoping at some point in the future to run an idea by you."

- If you like it, perhaps we could do business,

- If not, you will never hear from me again

"What do you say?"

REBUTTALS

A LOT OF THESE CALLS:

"I'm sure you get bombarded with these call."

"I'm sure (hope) you can tell the good from the bad."

"Stratton Oakmont is a boutique investment bank, making only a handful of recommendations a year." "At this point, I am only hoping to introduce myself and my firm and get back to you with our next major recommendation." "Fair enough?"

"I'm not trying to sell anything, I don't even have a stock to recommend." "I'm simply asking for your permission to properly introduce myself, send you my card and some basic information on my firm, and in the future share an idea with you." "Fair enough?"

"Mr. _____, you should be very happy about that, your a successful businessman." "It's when you stop getting them you should start to worry."

HAPPY WITH BROKER

"That's great." "Believe me we're not looking to run your portfolio." "Stratton Oakmont is a boutique investment banking firm making only a handful of recommendations a year." "I am only asking that when I share an idea that can make you money, you would have an open ear." "Fair enough?"

"I didn't think otherwise, however, I'm sure you will agree that no one person or one firm for that matter has a monopoly on ideas." "Stratton Oakmont is a boutique investment banking firm specializing in distressed and undervalued blue chips, new issues, secondaries,... things of that nature."

REAL ESTATE:

"Great investment, but you don't have the liquidity or the diversification of the market?" "In this type of (investment/economic environment) you shouldn't make a move without that."

BROTHER/FRIEND/COUSIN:

"Don't let your personal relationships interfere with your ability to make money in the market." "Stratton Oakmont makes only a handful of recommendations a year, so you won't be hearing from me too often." "Very simply, when we're moving on our next investment opportunity, I'd like to be able to call you and run it by you."

VERY IMPORTANT:

The individuals you are calling are the top executives at that company and possibly many others. Many times not only are they excellent retail clientele for Stratton Oakmont, but they also may be good candidates for a Corporate Finance relationship.

If a prospect says they're interested in raising money for their company or an Investment Banking relationship, simply ask them to send us a Business Plan and mention that audited financials would help.

Have them send the information to:

Stratton Oakmont, Inc.
c/o
1979 Marcus Avenue, Ste 120
Lake Success, NY 11042