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Drone Research Call Script

The purpose of this script is to contact drone companies offering drone services and to then survey them. This script was designed to present the “Why?” first in a way where the companies would feel a pathos connection to our call. It was also designed to be relatively quick and concise so that the listener would not tune out and deny the caller.

Practice using this script and using non-robotic or actual meaningful tones when you speak to the people behind these drone companies. Remember, they are more likely to fill out this survey if it sounds meaningful; most people do not want to partake in surveys when contacted or approached like a robot or botted advertisement. The script is below.

Script: “Hello, is this the \_\_\_\_\_\_\_ company?”

(“Yes.”)

“Ok great. This is (student name) with the Iconic Education Drone Program. I’m a high school student from Texas collecting data and surveying different drone companies around the nation for a research project. Our goal through this survey is to learn more about drone companies as drone technology and services become more popular in the world. Are you interested in taking this survey and helping us change the way people think about drones?”

(“Yes.”)

\*Note: If they say no, say, “Thank you for your time,” and hang up. If you have a feeling that they need extra persuasion, feel free to go off script! You can talk more about the Iconic Education Drone Program if you think they need more persuading.

“Excellent! Is there an email that I can use to send you our survey?”

(“Yes, it is \_\_\_\_\_\_\_\_\_.”)

\*Note: The ultimate goal of the call is to get their email to send them the survey. If they say, “No,” to the email portion of the script, do whatever you can to get their email. If not, simply say “Thank you for your time,” and conclude the call and go to the next company.