

TELEMARKETING GUIDE & BOOK OF SCRIPTS



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RECRUITING EVENT PROMOTERS



Profile



Target

IDENTIFY THE CHARACTERISTICS OF THE IDEAL CANVASSER:

- Attractive
- Energetic
- Enthusiastic
- Outgoing
- Talented talker
- Money motivated
- Work in retail or hospitality
- Trainable & Coach-able

IDENTIFY THE LOCATIONS AND VENUES WHO ARE LIKELY TO FURNISH CANDIDATES:

- Colleges & Universities
- Vocational Schools
- Campus Hangouts
- Government Agencies
- Online venues & Job Sites
- At Trade Shows Events
- Retail Stores & Kiosks

HOW TO RECRUIT TELEMARKETERS

The following pages contain the most proven methods for affectively recruiting Marketers in small or large quantities. It is important to keep in mind that this is a recruiting SYSTEM. So unless you follow each of the steps in the system, it is not nearly as likely to produce positive results. If you decide to alter or eliminate any of the steps in this proven model, then you will drastically change the results that it can provide.

The key fundamental to understand when recruiting Marketers is that we are targeting the "Under-employed" not the unemployed. People searching for jobs on Craigslist or in other outlets are often unemployed and in some cases unemployable... You must target good candidates! Those people are often already working and not actively searching for a job. They will however explore a better opportunity if one presents itself. Let's target those type of candidates with our opportunity. Follow the steps below in numeric order.

1. Distribute the "ultimate part-time job" post-it note by placing on vehicles at local community colleges, universities, shopping malls, movie theaters, youth groups, etc. Anywhere that your target demographic is likely to congregate. An example of this post-it style sticky note can be found in the pages to come.
2. Place these small fliers on the driver's side window by sticking them to the glass. Only as a last resort, place them under the windshield on the driver's side like a parking ticket. Use dull grey paper so they are not noticeable by anyone other than the vehicle owner - avoid issues with campus security. Make sure the fliers are printed on "card stock" business card thickness so it will be firm enough to slide in the crease without bending. You can also order these fliers in post-it style sticky paper which is very quick & easy to administer... The post-it style fliers are by far the best if possible.
3. Do NOT post similar signs or fliers on bulletin boards, job boards, guidance offices or career centers. THIS DOES NOT WORK!!!! In order to successfully recruit you must be visible to the masses. You will only get calls if you distribute hundreds of fliers on the vehicles of the people you are targeting.
4. You will find more rapid success if you pick and choose your venues carefully. Stick to the colleges where the students are money hungry. Avoid the high tuition schools where the parents and scholarship dollars are often subsidizing the students tuition.
5. Always ask for forgiveness before you ask for permission! What this simply means is do NOT approach the administration of schools, colleges, and universities to ask them for permission to place fliers in the student parking lot. They will ask five or ten superiors before they give you the answer of NO. Then they will offer to post the flier in their career center, which we already know does NOT work! There is no law against distributing fliers. It is a form of freedom of speech and more importantly the fliers work!
6. If and when approached by staff or security and you are asked to stop, simply ask for forgiveness. The likelihood of being stopped is very rare if you get in and out of each target location quickly. Especially when the small discrete fliers are used. The idea is for the fliers to be in plain view to the vehicle owner, but difficult for anyone else to see.
7. In cases where security is extreme at an ideal target location, rely more on the recruiting yards signs over the fliers. Simply place the recruiting yard signs at the entrance and exit of the parking lots and in various other strategic places where they will be highly visible. Several examples of these yard signs can be found in the pages ahead. Be sure to model the colors and font of these signs after the same format of the signage that already exists on campus. The signs are much more likely stay up for lengthy periods of time when the landscapers and custodians who handle the grounds keeping believe the signs were posted by the college...
8. Be certain to use the "Inbound Script" to field all of the calls that come in from the fliers, signs, and classified ads. Avoid over-explaining the job on the phone. Stick to the script. Schedule an observation day so that the applicant can see the job first hand. Remember, if you confuse them, you loose them. This is a unique position. It cannot be explained, it must be demonstrated. Avoid the TRADITIONAL INTERVIEW model! Only brief meetings followed by an observation day where the applicant shadows your existing staff!
9. You may also copy and paste the same text that is found on the vehicle fliers and send it in the form of an email through Facebook, Twitter, Linkedin or other social networking sights. Be sure to target your candidates carefully.
10. Familiarize yourself with one or all of the wildly popular social networking sites on the internet. It is very likely that one or many of the employees in your business already has an account established on one of these sites. Have them establish a new account for the person in charge of recruiting new Marketers. We'll discuss online recruiting more later in this guide.

THE VEHICLE FLIER

Ultimate Part Time Job - \$12-18 Per Hour

We are seeking:

- Talented Talkers
- Positive attitudes
- Reliable
- Trustworthy
- Hard working
- Success Minded

We are offering:

- Solid base pay
- Bonuses & Incentives
- Rapid growth potential
- Mngmt. opportunity
- Flexible hours
- Relaxed atmosphere

(717) 885-3000

www.UltimateParttimeJob.com

Marketing & Promotions - \$12-18 Per Hour

- Guaranteed base pay
- Bonuses & Incentives
- Rapid Growth Potential
- Management Opportunity
- Excellent Experience
- Flexible Schedule
- Fun Atmosphere

(717) 885-3000

www.UltimateParttimeJob.com



Stick the post-it note with your unique recruiting message directly on the driver's side window to ensure that it is seen!

STRATEGICALLY PLACED SIGNAGE

PLACE SIGNS AT...

Student parking lots
Popular student hangouts
Busy intersections by malls and retail plazas
High traffic areas in key targeted locations



RECRUITING DAY / FAIR



Job fairs are great but unfortunately they are only held once or twice each year. As a result, they do not take place often enough to accommodate most companies staffing needs. An excellent alternative is to contact the local universities and colleges to speak with the individual in charge of career affairs or student placement. Explain that you have an excellent employment opportunity for members of their student body and express your interest in setting up a table or an exhibit on location at the university. See if it is possible to set up a fold-out table with an apron and a sign in the student union, cafeteria, or other high traffic area on campus. Be certain to boast your company credentials as well as the strong career opportunity for the students. These are the key elements to highlight when propositioning the point of contact at the college.

Fortune 500's do it...

The Military does it..

The FBI does it..

Also ask if there are any career days or recruiting fairs when they will allow on-site recruiting. Be sure to come prepared to these types of events. Bring a clipboard, applications, pens, and other information on your company to legitimize the opportunity. You may also want to bring a bowl of candy, bottled water, or some other free gift that may catch the attention of the students. Be sure to bring your recruiting fliers as well as little maps to your office location. Don't forget to encourage interested parties to tell their friends about the job as well. Growing the staff by having friends come in pairs can help create a positive synergy and tends to increase employee retention.

now hiring

WHY NOT YOU?



RECRUITING DAY / FAIR

Be sure to bring plenty of collateral to promote the position

LEGITIMATE CAREER OPPORTUNITY

\$12-18 Per Hour

Marketing & Promotions

- \$10 per hour Guaranteed
- Substantial Weekly Bonuses
- Rapid Growth Potential
- Management Opportunity
- Full or Part-time holders
- Trade Show Marketing
- Event Marketing
- Retail Marketing
- Various Promotions

CALL FOR CONSIDERATION 1-888-447-3969

HOST RAFFLES & SWEEPSTAKES



ADVERTISE TUITION REIMBURSEMENT



Drive more traffic to your recruiting table by hosting a raffle or sweepstakes. Many companies that are very successful at recruiting on campus, often raffle off an item that is very appealing to the students who attend that college.

In many cases they more than triple the number of applicants, simply by giving away a valuable prize one time each semester.

Increase the performance of your on campus recruiting efforts as well as the performance of your classified ads by advertising a tuition reimbursement program.

You make the rules, so this program can have many stipulations and performance standards that make it so only top performers and long lasting employees are ever eligible to collect the reimbursement. Just the simple fact that you offer this type of program will attract significantly more applicants than if you leave this detail out of the equation.

CLASSIFIED ADS

“Far too often Managers become too complacent and strictly post ads on the sites where they are most comfortable and familiar.”

Classified ads should be posted on numerous online outlets. Far too often Managers become too complacent and strictly post ads on the sites where they are most comfortable and familiar. This is a major mistake! Be sure to have a presence on both the proven national job sites as well as the many local college job sites and local job boards.

indeed[®]

CollegeRecruiter.com
College Career Connector

JobsOhio

craigslist

LinkedIn

CLASSIFIED ADS

MARKETING AND PROMOTIONS

\$12 - \$18 Per Hour

A leading national franchise is seeking high energy individuals to work in their marketing department. Responsibilities include calling existing customers to make them aware of new programs and special offers.

Applicants should be clean cut, well groomed, and have excellent communication skills. Reliable transportation is a must!
Must be flexible to work evenings and weekends!

For consideration please call:

1-888-447-3969

DREAM JOB

\$12 - \$18 Per Hour

Do you like to talk on the phone? Do you consider yourself outgoing? Would you like to find a way to get paid for your magnetic personality? Search no more!

A top local employer is seeking enthusiastic people to work in there marketing department. Responsibilities include calling prior customers to announce promotions and special offers.

Applicants should be clean cut, well groomed, and have excellent communication skills. Reliable transportation is a must! Clean criminal background and drug free required.

Must be flexible to work evenings and weekends!

For consideration please call:

1-888-447-3969

THE ULTIMATE PART TIME JOB

EARN MONEY TODAY

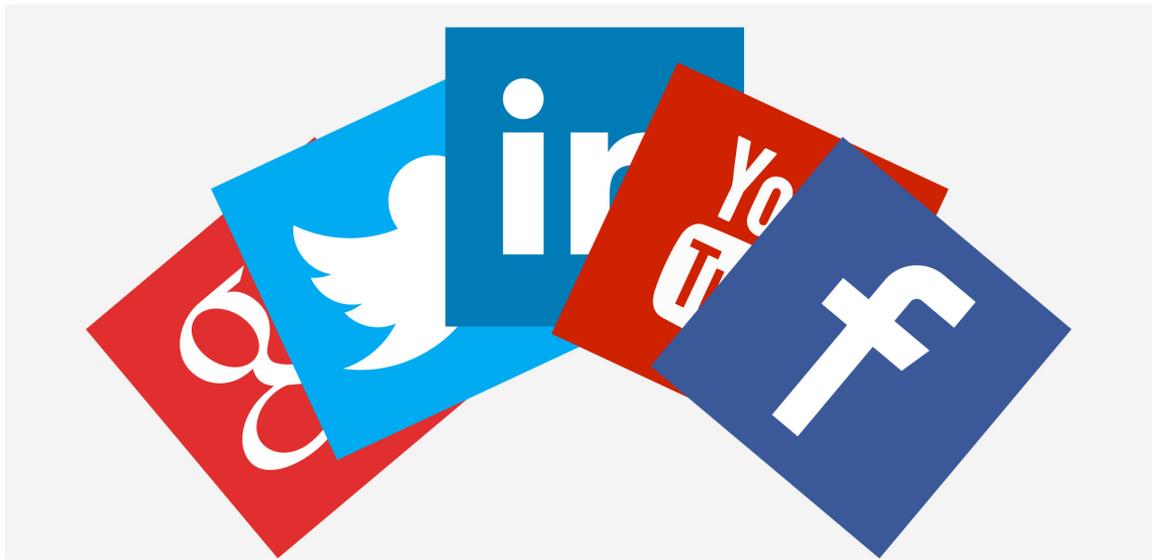
1-888-447-3969



CREATIVE RECRUITING

Recruiting from within!

Employee referrals are often the best channel for generating quality applicants that will both improve synergy among your staff and also increase retention. Be sure to remind and incentivize your existing staff with regular announcements and highly visible signage in and around your office. Bringing in friends should always be on the forefront of their minds.



SOCIAL MEDIA

Use as many of the Social Media sites as possible!

GOV AGENCIES

There are countless government agencies that provide assistance with job placement and career development. These agencies are good alternatives to target when searching for people who are eager to get to work.



FIELDING APPLICANT CALLS - INBOUND SCRIPT

APPLICANT: I'm calling about the job opportunity

COMPANY: Great! We have had an overwhelming response. What is your name and telephone number just in case I have to put you on hold?

APPLICANT: Tom Jones, (216) 555-1212

COMPANY: How and where did you hear about the position?

APPLICANT: I found a flier on my car at XYZ Community College.

COMPANY: Can you tell me about yourself and your work experience?

*****Disqualify any applicants that do not sound articulate*****

COMPANY: Do you currently have a valid drivers license? Do you have reliable transportation? Are you able to provide any positive employment references? Have you ever been convicted of a crime of any kind?

Great! Just to let you know a little bit about us, we are XYZ Contracting. We are a national leader in bathroom remodeling. In addition to traditional forms of advertising, like TV, Radio, print media etc. we also use advertising and promote our company at various trade shows, events, fairs, festivals and other venues. As a result, we have a variety of specialty phone calls that we need to make to confirm and reschedule appointments. Does that make sense? Great!

We do NOT host traditional style interviews! Instead, we have what we call "observation days". This would allow you to come in and check out the job first hand. We would have you meet us on-location at one of our call centers to shadow with people who already work here so you can see if this is the right job for you. These observation days last about an hour to an hour and a half. Would you be available to meet me there tomorrow about 2pm?

APPLICANT: Yes, I am available tomorrow at 2pm.

COMPANY: Great! Casual dress is fine for the observation day, but no jeans or T shirts please. Also, be sure to wear comfortable shoes as we will be on our feet. We look forward to meeting you. Can I email you directions or any other info?

THE HIRING PROCESS

Now that we have understand how to make the phone ring with quality applicants by distributing through the various channels outlined in this manual, it is time to take a lookat the actual hiring process. The first key to understand is that you should not host traditional style interviews. Traditional interviews do not allow potential candidates a true understanding of what the position is all about. They simply provide a general outline which leaves many candidates wondering what the job is really like. As a result, it is very crucial to schedule Observation Days instead. These give applicants the opportunity to go out in the field and see the job first-hand. This eliminates tons of confusion and skepticism about the position. It also gives you a much longer time frame for evaluating the potential candidates. Be sure to review the historic bench marks listed below so that you fully understand what to expect on a percentage basis with respect to the process:

- Only 5 - 10% of the fliers that you distribute will stimulate a phone inquiry
- Approximately 25% of those inquiries will schedule an interview / observation day
- Only about 25% of the applicants who schedule observation days will actually show
- Approximately 50% of the people who you allow to observe will accept the position

So based on the above figures, you can see that a massive level of activity exercised through a variety of recruiting channels is required in order to be successful. Much like sales, recruiting is a numbers game. It is important to cast a huge net. It is imperative to attract a huge number of candidates so that you can weed through those unqualified and disinterested individuals and ultimately end up with the talent you need to be successful.

If you are not realizing the type of results that are outlined above,one of the steps in the system is not being followed properly. Often times employees report that they have distributed many more fliers, posted many more signs and classified ads than they actually have. In other cases, they are targeting the wrong locations. Lastly,it is very common for people to vary from the inbound script which is designed to field the callsproperly. In some scenarios the employees who are not trained on the script are answering the phones and mishandling the inquiries. In any case, the statistics outlined above have been tested and measured repeatedly all over the country on countless occasions. So if you find that the system isn't working, you are probably not working the system.



Interview

Qualifying Questions

Brief pre-observation Interview

- Tell me a little about yourself
- Tell me about your work history and experience
 - Did you like that job?
 - What did you like about it?
 - What didn't you like about it?
 - Why did you leave?
 - If I spoke with your former manager what would he say about you
- Describe your ideal job
 - What kind of hours?
 - What kind of pay plan?
- Do consider yourself a competitive person?
 - Can you give me an example of when you have displayed that?

Well now that I know a little about you, allow me to describe the position to you in detail. I have here a copy of our position contract. The first topic that is discussed is the responsibilities which I will read to you.... The second topic is the hours which are listed below. The third topic is the Dress Code which I will explain ...Lastly, the final segment is dedicated to outlining the pay plan....

Now based on everything I have shared with you, do you feel this is an opportunity you would like to continue to pursue?

Position Contract – Call Center Rep

Welcome to the Remodeling Group Event Marketing department! We wish you a long, lucrative career with us. Before you get started, we would like to outline the responsibilities of your position.

Your job as a Remodeling Group Event Promoter is to book appointments with homeowners for free estimates on our products:

As a Event Promoter you are to schedule as many appointments as possible during the course of each shift. Remodeling Group will provide all the necessary training that you will need in order to be successful in your new position.

You will be paid at the training rate of (\$10.00 per hour) during your training period of 2 weeks. The hourly rate will remain at (\$10.00) and you will become eligible for bonuses once you have successfully completed training and passed both oral & written exams. If you do not successfully complete the oral and written exams within that time frame you could be subject to termination.

The Remodeling Group Department offers a variety of shifts. These shifts are dictated entirely by the hours of each individual event. The events often take place during evenings and weekends. Therefore you will need to be available to work during those hours. Schedules will be issued each week to provide you with sufficient notice.

Event Promoters are required to work a minimum of three shifts each week . Event Promoters are also required to work a minimum of two Sundays per month.

Initials

Position Contract – Call Center Rep

Reps are expected to be on time for their shifts. In the event a Event Promoter is late for a shift, they may be ineligible to collect bonuses for that pay period.

In the event that a Event Promoter is absent for a scheduled shift without management approval, they may also forfeit their bonus eligibility for that pay period. All unforeseen absences must be approved by calling a direct supervisor. Calling an administrator or other co-workers is unacceptable.

The Call Center Dress Code

1. Dress pants or dress shorts. No camouflage or denim jeans .
2. Remodeling Group Shirt.
3. Exhibitor I.D Badge.
4. No exposed tattoos.
5. No facial piercings.
6. No holey, torn, or faded clothing.
7. No baggy or loose fitting pants or other loose fit clothing.
8. Shoes must be tied at all times.
9. No hats, caps, or head gear unless company Approved.
10. Neatly and clean shaven.



EMPLOYEE

MICHAEL DEBOIS



PFT PROGRESSIVEFOAM



CALL CENTER REP

Initials

Position Contract – Call Center Rep

***** Bonuses are a privilege NOT a right! *****

Remodeling Group reserves the right to withhold any and all bonuses for failure to comply with company policies and regulations. Event Promoters must have a minimum of one demonstrated lead for every ten hours worked within each pay period in order to be eligible for bonuses.

Pay Plan

\$10.00 per hour regular base pay

\$20.00 per Demo

\$10.00 per Demo inquiry

Call Reps must have a minimum of 1 Demo for every 10 hours worked in order to be eligible to collect bonuses.

Recruiting Bonus: \$100.00

Awarded to any employee that brings in a new Event Promoter. This bonus is awarded upon the new Event Promoter's first net approved sale.

I have read this position contract completely and I understand that by authorizing this agreement, I agree to each of the following fifteen items outlined in the attached handbook.

Employee

Date

SAMPLE POSITION: CALL CENTER MANAGER

Welcome to the Remodeling Group Marketing department! We wish you a long, lucrative career with us. Before you get started, we would like to outline these responsibilities of your position.

Responsibilities

Your job as the Call Center Manager for Remodeling Group is to generate the appropriate number of leads needed for our sales staff at the most cost effective means possible.

As the Call Center Manager, you will not only be expected to oversee all the employees in the event program, but also to recruit, train, and hire new employees to work within your department as well.

Hours

The general hours for the Call Center Manager are as follows:

Monday – Thursday 11am to 7pm

Fridays - 9am-5pm

Saturdays 9am-1pm

Sundays as needed

As a manager of your respective department, there may be additional hours that are associated with effectively running your department. Certain responsibilities may require your presence outside of the above listed hours in order to accomplish all of the necessary tasks associated with your position. Acquiring satisfactory results is the primary concern. The hours required to accomplish them will ultimately dictate the terms of your schedule.

Initials

SAMPLE POSITION: CALL CENTER MANAGER

Dress Code

Business casual - Dress pants, slacks, or khakis
Plain colored collared shirts free of stripes or patterns
No jeans. No T-shirts.
Vest & Lanyard I.D. Badge when in the field

Salary

The base salary for this position is \$600.00 per week.

Bonus Plan

There is substantial bonus opportunity available for cost effectively generating business from the canvassing department which is your specific focus. Outlined below is the schedule of bonuses:

Bonus Schedule

\$10.00 per DEMO on all personally set apts. in excess of 4 per week
1% commission on all net approved sales from the event program

****Demo**** defined as meeting the following criteria:

- All homeowners present for estimate
- Complete product demonstration and price delivery

****Net Approved Sale**** defined as meeting the following criteria:

- Good faith deposit equal to 1/3 of the sale price on cash jobs
- Good faith deposit of 10% and secured bank financing
- The (3) three day right to cancel rescission period has expired

Bonus Eligibility

Bonuses are a reward for peak performance and not an entitlement. In order to justify awarding bonuses, there are certain minimum standards of acceptability that must be met in order to be eligible to collect commissions and bonuses. The details of this eligibility are outlined on the following page:

SAMPLE POSITION: CALL CENTER MANAGER

Bonus Eligibility Requirements

- Monthly minimum issue rate on raw leads must exceed 45%
- Monthly minimum demo rate on issued appointments must exceed 75%
- Total sum of call center payroll cannot exceed 8% of net sales
- Manager's salary and bonuses factored in to this equation

Expense Reimbursement

\$0.00 per month toward cell phone usage
\$500.00 Monthly Vehicle Allowance for use of personal vehicle
Company Fleet Card Provided for work related fuel

Bonus Disbursement

Bonus pay will be calculated at the end of each calendar month and distributed once monthly after all commissions have been tallied and calculations have been finalized. Pending sales carry forward to the next calendar month.

Acknowledgement & Authorization

I have read this position contract completely and I understand that by authorizing this agreement, I agree to all of the above outlined items as they relate to the responsibilities and compensation associated with the position.

Employee

Date

The Remodeling Group Exec.

Date

INBOUND MEDIA SCRIPT- WALK IN TUBS

Thank you for calling The Remodeling Group, my name is _____. May I have your name please? Customer Name:_____ Well, it is a beautiful day in anytown where are you calling from today? City:_____ Postal Code:_____

And what was it about our ad that prompted you to call today?

Consumer: I want a price on the tub I saw in your advertisement

Representative: I will be happy to help you with that. The first thing I can tell you is that our safety tubs have been designed specifically for seniors and people with disability issues so it is quite affordable for those on a fixed or very limited income. The second thing I can tell you about our tubs is that we are offering our best promotion of the year right now with substantial savings on all models. The third and final thing I can share about the tub pricing is that they are each priced separately based on the house and the bathroom in question. You see, the challenge is that every bathroom is just so different. In some cases we need to remove and re-install a toilet or a vanity just to get the tub where it needs to go. In other cases we cannot get the tub through certain doorways or navigate it through hallways or stairwells. If you were to ever have the tub installed, what floor would it be on?

Consumer: The first floor or the second floor

Representative: Ok. Help me to understand why you would want a tub like this installed. Has someone in the home had an accident, or are you just hoping to benefit from the safety and therapeutic options?

INBOUND MEDIA SCRIPT- WALK IN TUBS

Consumer: We just like the idea....

Representative: I see. Let me share a special offer that most of our customers have found to be very helpful. We can make a brief house call where we can take a few measurements and inspect that bathroom area. We can leave you a brochure and design that shows exactly how the tub will look when it's installed. Lastly, we would leave you with a down to the penny price quote so that when you're finally ready, you have that information on hand. We will have a bath expert in your area tomorrow, would 10am or 2pm work better for you?

Consumer: I need a price! At least a ball park so I don't waste anybody's time!

Representative: I can appreciate that _____. Have you ever heard of the Better Business Bureau? Well, we are members in good standing with the bureau. And one of the things that they STRONGLY recommend is that any time we conduct an estimate, that we make sure to visit and inspect the work area in question first. I guess the REASON for that is because in the past, contractors have quoted prices and ball park figures over the phone but when they finally arrived to see the work area, that price needed to change. That has caused numerous complaints with the bureau. For that reason, they now strongly recommend that we visit and inspect the property to eliminate these types of problems. We are extremely flexible. We can stop out in the morning, afternoon, evening, and we will be very respectful of your time. We will have a bath expert in your area tomorrow, would 10am or 2pm work better for you?

INBOUND MEDIA SCRIPT- SUNROOMS

It's a beautiful day at The Remodeling Group, this is _____ speaking. May I have your name please?

Can you please spell that for me?

And just in case we happen to get disconnected, what is the best number to reach you?

CUSTOMER ASKES QUESTION TO MAKE SURE THEY CALLED THE RIGHT PERSON AND PLACE FOR NEEDS

I'll be happy to help you with that! You have reached our offices here in beautiful Kaukauna, Wisconsin. Just so I am sure that we service your area, where exactly are you calling from today? And do you own and occupy the home there?

CALLER REPLIES WITH NUMBER

Who can we thank for referring you to us? (How did you find out about us?)

ACQUIRE LEAD SOURCE

Now you are looking for some information and pricing on a sunroom correct?

In order to best help you, let me ask you a few questions about the project you have in mind:

GO TO CORRECT DISCOVERY PAGE

INBOUND MEDIA SCRIPT- SUNROOMS

Sunroom Discovery Questions

- 1) How old is your home? _____
- 2) Is it a single- family? _____
- 3) Do you have a spouse, relative or significant other who owns the home with you or do you own the home by yourself? ...and their name is???... Terrific
- 4) Do you have a deck or a patio there now?
- 5) Is this something you are looking to use 3 seasons, 4 seasons? Or not quite sure?

You definitely called the right place! You should know we offer free estimates where we'll bring a variety of material choices- so you can select the styles, colors, and features that you like. You'll also be able to see your finished sun-room designed right in front of you with our 3D CAD software! It's really cool. Does that sound helpful?

AND then, once everyone agrees on a final design, we will leave you with a down to the penny price quote, and there's no charge for this service. It generally takes about 60 - 90 minutes depending upon how many questions you have. When usually works best for the both of you? Mornings? Afternoons? Evenings?

And that's good for you and _____?

And lastly, what's your exact address?

CONFIRMATION SCRIPT

(Sole Homeowner)

INTRODUCTION & APPOINTMENT CONFIRMATION

Hi Mr. / Mrs. _____, This is _____ Calling. I'm The Scheduling Coordinator here at The Remodeling Group. (GOOD MORNING-AFTERNOON-EVENING).

I understand that we have a time scheduled to stop out on __ (Day) ___ at __:___ o'clock just to provide you with a free, no obligation estimate on your windows, is that correct?

Great! Well I just need to verify some information so that our representative can be prepared for the appointment.

PRODUCT QUALIFYING QUESTIONS

Now exactly how many windows would you like us to estimate for you?

And would you like us to estimate them to be repaired or replaced?

Great! Well, just so you know, our only intention is to stop out to your home, measure your existing windows, show you some samples of our windows, answer any questions you have, and leave you with a down to the penny price that is valid for one year... fair enough?

REQUEST FOR ADDITIONAL PARTIES

My only remaining concern is that since you own the home entirely by yourself, is there anyone else, a relative, friend, or significant other who's feedback you might value during the course of our appointment?

(If so, be sure to set with alternate party or re-schedule at a time convenient for both)

FISH FOR TIME CONSTRAINTS

The last thing I want to mention, is that we have had an overwhelming response to some recent promotions we are running. In the event your representative is running a little behind as the result of being held up with another household, is it safe to say that you will be available for the remainder of the (MORNING/AFTERNOON/EVENING)? Great! Generally speaking, we are right on time but on occasion we can run 15-20 minutes behind and I did not want you to think that we had forgotten about you...

Great! Well thank you for your time and courtesy we look forward to seeing both you and (opposite spouse) on _____ at __:___ o'clock.

CONFIRMATION SCRIPT

(Two Parties)

INTRODUCTION & APPOINTMENT CONFIRMATION

Hi Mr. / Mrs. _____, This is _____ Calling. I'm The Scheduling Coordinator here at The Remodeling Group. (GOOD MORNING-AFTERNOON-EVENING).

I understand that we have a time scheduled to stop out on __ (Day) ___ at __:___ o'clock just to provide you with a free, no obligation estimate on your windows, is that correct?

Great! Well I just need to verify some information so that our representative can be prepared for the appointment.

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Now exactly how many windows would you like us to estimate for you?

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Great! Well, just so you know, our only intention is to stop out to your home, measure your existing windows, show you some samples of our windows, answer any questions you have, and leave you with a down to the penny price that is valid for one year... fair enough?

SPOUSAL CONFIRMATION

My only remaining concern is that this being a _(DAY)_ at __:___ o'clock, that this is a good time to meet with both you and (HUSBAND / WIFE / ALTERNATE PARTY)?

ANYTHING other than a YES or ABSOLUTELY means No – Resort to tentative response

Oh, great! So that will be a good time to meet with (opposite party) as well?

Perfect!

FISH FOR TIME CONSTRAINTS

The last thing I want to mention, is that we have had an overwhelming response to some recent promotions we are running. In the event your representative is running a little behind as the result of being held up with another household, is it safe to say that both you and your spouse will be available for the remainder of the (MORNING / AFTERNOON / EVENING)? Great! Generally speaking, we are right on time but on occasion we can run 15-20 minutes behind and I did not want you to think that we had forgotten about you...

Great! Well thank you for your time and courtesy we look forward to seeing both you and (opposite spouse) on _____ at __:___ o'clock.



RESPONDING TO OBJECTIONS

SHOULD BE, MIGHT BE, PROBABLY, I THINK SO

Mr. / Mrs. _____, Please understand that for you, this visit is TOTALLY FREE. However, our representatives get paid by the company to provide you with a no cost estimate.

It sounds like you might be a little unsure if __ (DAY) __ at __:____ o'clock is definitely going to be a good time for you (or both of you).

Because of our commitment to follow the better business bureau's guidelines and recommendations, if either one of you were not at home for the appointment, we would be forced to reschedule and make another unnecessary return visit to the home.

(If necessary explain the BBB's recommendations for spousal presence / participation)

IF THE PROSPECT IS STILL UNSURE:

Let me ask you this, is there anything in particular that would prevent either of you from being home on __ (DAY) __ at __:____ o'clock?

Great! Then can you do me a favor and put this on your calendar or schedule for that time and not plan anything else that would conflict with our visit?

Thank you so much for your understanding. We look forward to seeing both of you on __ (DAY) __ at __:____ o'clock.

RESPONDING TO OBJECTIONS

HOW LONG WILL THIS VISIT / ESTIMATE TAKE?

We know how busy most people are these days, so I promise we'll be respectful of your time! The visit is really determined by how many questions that you may have. All that we'll do is show you a sample of the window so that you can see and feel the actual quality. Then we'll take a couple of measurements so that we can give you a written estimate that's frozen for one full year. Now, if you have any questions, we'll answer them; and if not we'll be on our way to the next appointment. That's all.

CAN YOU CALL BEFORE COME?

Well Mr./Mrs. _____, that's a little difficult to so only because our representatives have their schedules set anywhere from 24-48 hrs. in advance. In that way, they can plan their day accordingly. However, let me ask you this. Were you asking us to call first because you are a little unsure if this is going to be a good time?
(if customer is unsure-reset lead or call back)

WHY DOES MY HUSBAND/WIFE HAVE TO BE HERE? #1

Mr. / Mrs. _____. Have you ever heard of Angie's List or the Better Business Bureau? Well, we are members in good standing with this organizations. And we are careful to follow all of their guidelines and recommendations. One of the things that they STRONGLY recommend is that any time we discuss property improvements, that we are certain to get feedback from all parties who own the dwelling. I guess the REASON for that is, in the past, when contractors have visited with just one spouse, there have been miscommunications regarding styles, colors, options, and pricing. That has caused numerous complaints with the bureau. So for that reason, they now strongly recommend that we meet with both parties to eliminate any confusion. We are extremely flexible. We can stop out in the morning, afternoon, evening, even on weekends. When would be a good time to catch the two of you at home, evenings or daytimes?

WHY DOES MY WIFE / HUSBAND HAVE TO BE HERE? #2

That is a great question, why do you ask? In the past, whenever we have met with just one spouse, it has never failed that the spouse who was not present, had questions that did not get addressed. As a result, we needed to return to the home for an additional visit to answer questions or show samples. This causes numerous unnecessary visits which ultimately waste your time and increase our costs. Not to mention this is complex project which is likely to require both of your input. Now, we are extremely accommodating. We can stop out in the morning, afternoon, evening, even on weekends. When would be a good time to catch the two of you at home, evenings or daytimes?

RESPONDING TO OBJECTIONS

HOW MUCH DO THE WINDOWS COST / CAN'T YOU JUST GIVE A BALLPARK?

Mr./Mrs. _____, honestly, I'm not sure about the prices because I am just a clerk on the telephone. However, I do know that the windows vary in price deepening not only on the size, but the style as well. Quite frankly, there over 50 styles to choose from.

However, there's no problem getting you a price. This is exactly what our representative will do when he stops by. He'll show you a sample, takes some measurements, and have you pick the style so we can narrow down and exact price that will be frozen for one full year. So with that in mind, will __ (DAY) __ at __: ____ o'clock still work for you?

TENATIVE RESPONSE - SHOULD BE, MIGHT BE, PROBABLY, I THINK SO

Mr. / Mrs. _____, Please understand that for you, this visit is TOTALLY FREE. However, our representatives get paid by the company to provide you with a no cost estimate. It sounds like you might be a little unsure if __ (DAY) __ at __: ____ o'clock is definitely going to be a good time for you (or both of you). Because of our commitment to follow the better business bureau's guidelines and recommendations, if either one of you were not at home for the appointment, we would be forced to reschedule and make another unnecessary return visit to the home. (If necessary explain the BBB's recommendations for spousal presence / participation)

NOT INTERESTED / NOT READY RIGHT NOW

That's no problem Mr. / Mrs. _____. We've designed this service for people just like you who aren't necessarily ready right now. All we do is send out a representative who will not only give you detailed information on our windows, but will also provide you with a no obligation estimate that is good for one year. That way, when you're ready, you have an estimate on file from a company that you can rely on. So, with that in mind...

STILL NOT INTERESTED / NOT READY NOW

Is this project something you are ever going to do?
What type of time frame do you think you might have in mind?
Have you ever had an estimate on this project before?

Well, the good news is that the estimates are totally free and they help you accomplish three very important tasks. They help you establish a realistic budget, time frame, and help you narrow down styles, colors, and other important options. That way, when the timing is better for you, you are prepared and informed. So, with that in mind....

RESPONDING TO OBJECTIONS

CANT AFFORD IT OR NO MONEY AT THIS TIME

Are you basing the affordability on some prices you have seen or heard? Well, I can honestly tell you now that it can be a lot more affordable than you might think! We have some phenomenal discounts right now with financing option that make things extremely affordable. There has never been a better time to take a look. With that in mind...

STILL CANT AFFORD IT NOW

Have you ever considered just replacing a few windows at a time? Well we have a great program that allows you to start out with just a few windows and we will freeze the price on the remaining windows for up to two years down the road. The best part is that you can work at your own pace, beat out on inflation and still take advantage of our current promotion.

GIVE ME YOUR NUMBER AND I'LL CALL YOU WHEN I'M READY

What type of time frame do you have for giving us a call? That soon!? Have you ever had an estimate on this project before? If you are seriously considering the project that soon, you owe to yourself to look in to it in advance. Get all the facts and figures up front so you can plan and budget for the future. With that in mind...

JUST SEND ME SOME INFORMATION / GIVE ME YOUR WEB ADDRESS

I'd be happy to do that. The one challenge with the brochures and the website is that they don't offer any pricing and that is the number question everybody has -how much? So, how about we bring you a brochure and leave you with a down to the penny quote?

OUTBOUND COLD CALL SCRIPT

MULTI PRODUCT APPROACH

Hello, Mr. / Mrs. _____? My name is _____ and I am calling from The Remodeling Group. We are currently doing some work for several residents in _____ so as a courtesy to nearby homeowners, we are offering some free literature and pricing information on a variety of home projects to help with future household planning and budgeting. If I were to send you a brochure on your next home project, what project might that be?

Consumer: Not interested / nothing at this time

Representative: I can appreciate that. Well, if you won it for free in a home makeover contest like you see on television, what project would you choose the _____, the _____ or the _____?

Consumer: Well, if it was free I would choose the _____.

Representative: Really, what makes you say that? What about your current _____ are you not exactly thrilled with?

Get the customer to sell you on why they need the project that they chose – extract the pain!

Is that project something you think you will ever do?

What type of time frame do you think you might have in mind? (Not when... ask gingerly)

Has anyone ever left you with an estimate on that project before?

Consumer: Yes / No

Representative: Well, we are going to have representatives in the _____ zip code for the next several days. (Reference streets near the prospect's home to instill comfort & confidence) When is the best time to catch you at home, mornings, afternoons, or evenings?

Consumer: I am just not ready right now / I need to hold off / Maybe next year

Representative: I understand that you are not ready at this time. Nearly all of the neighbors we are visiting with in your area have no intentions of moving forward any time soon. They are simply hoping to plan and budget ahead of time, possibly shop and compare for the future. With that in mind, we are going to have representatives in your area for the next several days. (Reference streets near the prospect's home to instill comfort & confidence) When are you usually free, mornings, afternoons, or evenings?

OUTBOUND WARM CALL SCRIPT PRODUCT SPECIFIC APPROACH

Hello, Mr. / Mrs. _____? I am calling to apologize for any disruption we have caused in your neighborhood. I am not sure if you have seen any of our trucks in the area I am with The Remodeling Group. In any case, we are currently installing some windows for the _____ family on _____ street do you happen to know them by chance? Well, have had a few neighbors wander down to the job site asking our installation crew for business cards and brochures, so as a courtesy to homeowners nearby, we are offering some free literature and pricing information. How old are the windows in your home?

Consumer: Not interested / nothing at this time

Representative: I can appreciate that. Well, if you won it for free in a home makeover contest like you see on television, would you accept the new windows or are you happy with what you have?

Consumer: Well, if it was free I would take them.

Representative: Really, what makes you say that? What about your current windows are you not exactly thrilled about? Energy? Drafts? Ease of use? Appearance?

Get the customer to sell you on why they need new windows – *extract the pain!*

Is replacing the windows something you think you will ever do?

What type of time frame do you think you might have in mind? (Ask this gingerly)

Has anyone ever left you with an estimate on that project before?

Consumer: Yes / No

Representative: Well, we are going to have representatives in the area for the next several days. (Reference streets near the prospect's home to instill comfort & confidence) When is the best time to catch you at home, mornings, afternoons, or evenings?

Consumer: I am just not ready right now / I need to hold off / Maybe next year

Representative: I understand that you are not ready at this time. Nearly all of the neighbors we are visiting with in your area have no intentions of moving forward any time soon. They are simply hoping to plan and budget ahead of time, possibly shop and compare for the future. With that in mind, we are going to have representatives in your area for the next several days. (Reference streets near the prospect's home to instill comfort & confidence) When are you usually free, mornings, afternoons, or evenings?

REHASH / ASSET RECOVERY SCRIPT (GENERIC PRODUCT APPROACH)

Introduction

Hi Mr./Mrs. _____ This is _____ calling from The Remodeling Group. I was going over some paperwork and I noticed that you had a visit recently from one of our representatives regarding the _____... do you recall? Great!

Quality Control

I'd like to take a moment just to ask you a few quick questions about that visit. Was our consultant on time for the appointment? Was he polite & courteous?

Mr./Mrs. _____ I had a chance to review some notes that were left regarding your appointment and it seems that the representative truly believed that you felt comfortable with our company. Is that correct?

He also reported that you gave the impression that you really loved the samples that he showed you, however, when you saw the pricing, you were not prepared to spend that kind of money right now. Is that correct?

Cost Savings Plan

I'm glad you were forthcoming about that Mr./Mrs. Smith. You see, you are not the only customer who has felt that way. After following up with many recent estimates, we have found that the cost was the number one factor keeping folks from moving forward with their project. As a result, the owner of our company has come up with a possible solution. His goal was to come up with a plan to reduce costs. After much discussion and study, he is confident that he has come up with a very enticing plan to significantly reduce the price. But before I waste any of your time explaining the details...

Isolating Strictly to Money – The Million Dollar Question

Let me ask you Mr. / Mrs. _____, if you were given a price on the exact same project, and it was made quite affordable, and within your budget of course, would you still consider having the project done now?

Acquiring the commitment to purchase if the price is right

Well great! What I'd like to do is have the manager stop out, he will only need a few minutes of your time. He will simply need to double check the measurements, and quickly explain the details of the savings plan. He will then present you with the best possible price. Now, if you like what you see, and it makes sense for you, we would like to get together while he's there. And of course, if the price is not right for you, then we'll shake hands and be off to our next appointment. Fair enough? Great! Are evenings or daytimes better to catch you both at home?

REHASH / ASSET RECOVERY SCRIPT (GENERIC PRODUCT APPROACH)

First you need to explain more about this savings plan

I'd be happy to explain what I know about the savings plan. The first thing I can tell you is the savings is significant. We wouldn't be wasting your time for a 4 or 5% savings, the discount is substantial. The second thing I can tell you, is you will be required to take an active role in earning the discount. We are going to propose that you help our company increase our exposure on the internet by posting online reviews and providing other testimonial content. Now that would all be contingent upon your complete satisfaction of course. I see the last time we stopped out, it was in the evening, when would be a good time to quickly review the details of the savings plan, are you free tomorrow night?

Can't you just review the measurements & give the new price over the phone?"

Well, Mr. _____, our intention was to have a manager stop out, so we can shave the price down to the bear bone. In order to do that, he'll need to double-check a few measurements to make sure we don't go below our cost. Again if he puts a smile on your face then let's get together. And if it's not good for you, then no hard feelings. Now, I still have an opening tomorrow evening...

I'm not ready or I want to hold off

I can appreciate that Mr. _____, however, let me ask you this; you did say you liked our (product). Correct? And in the future if you were to have that work done would you feel comfortable doing business with Southwest? Well great! Is it safe to say that the only thing that stopped us from getting together was the money?

Well, Mr. _____ if in fact you did like our product and company, and the money was the only problem. Then I feel that really might be worth your while to at least see what our manager has to offer. And quite frankly, if this was just a matter of a few hundred dollars, I would not be wasting your time with this call. It really is going to be quite substantial. Now keep in mind, we do not need much of your time. All we'll need to do is present you with the revised cost. If you like it, then let's get together. By the same token, if you don't like it, no problem. So we will be in your part of town tomorrow...

How long will it take?" or the last guy was here for 3 hours!"

Well Mr. Smith, the manager is not coming out to do a demonstration. He realizes you've already seen the (product). He's coming out with a sharp pencil and he only needs a little bit of your time.

And again, if he puts a smile on your face with this new price then we can get together and do some business. And if you're not impressed with this price, then we'll shake hands and still be friends. Fair enough? So with that in mind. (close for appointment)

Problems with rep

Our representative did that? Oh, gosh, Mr. Smith I apologize for that. We've been in business a lot of years and we're not in business this long by our reps saying things that are upsetting our customers. So let me apologize to you. I am making a note of that and I am going to share that with the powers that be. & is that also another reason you held off?

PRIOR CUSTOMER SCRIPT (MULTI PRODUCT APPROACH) SOLICIT REFERRALS

Hello, may I speak with _____ please? Good evening / afternoon, this is _____ calling from the remodeling Group. We did some work for you a while back do you recall? Great! And how is everything holding up for you?

(If a service issue exists, fill out a service request form or transfer call upon completion)

Awesome! That is great to hear!

Well, another reason for my call was to see if you had any remaining windows, doors, or siding you might be considering at any point in time down the road?

(If negative response like no or not any time soon)

I understand. Let me ask you, when you are finally ready, what do you think will be the next project on your list, the _____, the _____ or the _____?

(If still negative response like nothing or not sure)

I see. Well, if you won it for free in a home makeover contest, which would you choose?

(Probably the xyz project)

What made you choose that?

(Let them sell you on the problems and issues)

I see. What type of time frame do you think, you might, have in mind for that project?

(Let them share the time frame or say they are not sure)

Has anyone ever left you with a quote on that project before?

(Let them respond)

Well, in case you may have forgotten, the price quotes we provide are totally free, no obligation, and valid for a full year. I know you are not ready now, however we will be visiting with several other customers like you this week, who have no intention of doing anything right now. They just want to have a price on file so they can start to plan and budget for the future. So when the time comes, they have the information on hand. We will be over in your area tomorrow, would you be available afternoon or evening?

(Let them respond)

It sounds like you're not quite ready just yet. We can follow up with you at a later time. One last thing before I let you go, The Remodeling Group offers a \$100 referral fee for recommending any friends or family to our company. We send out hundreds sometimes thousands of dollars in appreciation each month. It's much less expensive than TV and radio... Do you know anyone with older _____ that could benefit from the friends and family discount?

PRIOR CUSTOMER SCRIPT (ANNIVERSARY INSPECTION) EMAIL CAPTURE

Hello, may I speak with _____ please? Good evening / afternoon _____!
This is _____ calling from The Remodeling Group. We did some work for you a while back do you recall?

Customer: Yes

Representative: Great! And how is everything performing for you?

(If a service issue exists, fill out a service request form or transfer call once complete)

Representative: That is actually the main reason for my call. You see, I was going through your customer file and I noticed that you never received your anniversary inspection this year. At The Remodeling Group, we have found that we are able to help prevent unexpected service calls, by conducting periodic inspections to projects that we have completed in recent history. By being proactive, we can ensure high performance of the products we installed, and prevent unnecessary service calls and warranty claims.

Basically what we do is, stop out to the home to double check the caulking and sealant around your windows, and make sure that certain features are functioning fluidly as they have a tendency to stiffen or freeze up over time. This can happen as a result of extreme temperatures or just general expansion or contraction of the home. The visit does not take long and it can greatly improve product performance, not to mention eliminate unexpected hassles.

When are you folks typically around in the evening or is the daytime better for you?

The second reason for my call, is to make you aware of our customer appreciation program. This is not a promotion in disguise; it is simply our way of saying thank you for choosing The Remodeling Group to work on your home.

So are you ready for the good news?? We are giving away a 50' Flat Screen TV, a \$500 gift card to Home Depot, and 5K home project giveaway, to three lucky customers! The winner will be announced on December 21st 2014. I will just need to quickly verify some of the information that we have on file so that you are registered for the drawing and eligible to collect your prize, in the event you are one of this year's winners!

Now, you still live at _____ address correct? And that is in _____ Town?
Is the number that I dialed still the best way to reach you? Lastly, all winners will be notified by email, what is the address where you can be notified? Ok great! Remember, the drawing is being held on December 21st and the prizes will most certainly brighten someone's holiday season, so please pay attention to any notifications you might receive!

Thanks again for being a valued customer of The Remodeling Group, we wish you the best of luck with the drawing!

REHASH / ASSET RECOVERY SCRIPT (GENERIC PRODUCT APPROACH)

The Introduction

Hi, is _____ there please? Well, good evening / afternoon ____? I am just calling to thank you for stopping by The Remodeling Group exhibit at _____ location the other day. Do you recall? I see that you filled out a sweepstakes form in hopes to win some free home improvements and I just would just like to verify your information real quick, so you will be eligible to collect your winnings, should you be so lucky... (Verify last name and address) and you do OWN the home there correct? Ok, great! Now, the first drawing is being held in October, and the second one is in April of next year, so you actually have 2 separate chances to win! I certainly wish you the best of luck!

The Story

One last thing before I let you go, we have had an overwhelming response from folks in _(town)___ who stopped by our display at the _(Event / Festival)_. We are going to be visiting with several of them this week, just to provide them with a free, obligation, estimate on their _____. Will you be around tomorrow evening so we can catch you as well?

Is replacing your windows something you are EVER going to do?

What type of time frame do you think, you might, have in mind?

Have you ever had an estimate before?

Have you ever considered starting with just 1 or 2 at a time?

The Qualification

Now exactly how many windows would you like us to estimate for you?

And do you have a spouse, relative, or significant other, or do you own the home by yourself?

Will _(spouse)_ be available when we come to estimate as well?

The Close

I am checking our schedule for _(your town)___... I have ___(day)___, at ___(time)___ available. That wouldn't interfere with any other plans or activities for either of you would it? Be sure and let your spouse know that our representative will be stopping so we can get his / her feedback as well. Thank you! We look forward to seeing you both ___(day)___ at ___(time)___ . Bye now!

WEBSITE INQUIRY SCRIPT (GENERIC PRODUCT APPROACH)

May I speak with _____ please? Good morning / afternoon / evening
_____ this is _____ calling from The Remodeling Group. You recently
visited our website and requested some information so I am just calling to follow up on
that. Tell me what prompted your request?

Consumer: I was hoping to get a price on...

Representative: I would be happy to help you with that! Let me share with you what
many of our customers have found very helpful. We have designed a free service
where we can make a brief house call to take some measurements, we can have you
pick and choose the styles and colors that you like, we can answer any questions that
you may have and lastly we will leave you with a down to the penny price quote so that
when you are ready, you have the information you need. Does that sound helpful?

Consumer: Yes

Representative: Great! Let me get some information from you real quick and then we
can pick date and time that works well for everyone. Fair enough?

Consumer: Okay



Customer Installation Party (Warm Call Invitation)

Hello may I speak with _____ please. Good morning / good afternoon / good evening _____ this is _____ calling on behalf of _____ we recently did some remodeling for them have you heard about that yet? Yes, well they are very excited about how the project turned out and as a result they decided to throw a party to show it off! I got your name and contact information form _____. She wanted to make sure that you got the invitation...

Before I let you go, I just wanted to tell you about some of the exciting details about the party. In addition to great food and drinks, we are going to have some entertainment too, so be sure to bring the kids or grand kids. We are actually going to have:

(Insert type of unique entertainment you plan to have at the party)

I know it is still a couple weeks away but we are trying to get an accurate head count to eliminate unnecessary waste. Do you think you can make it?

CLOSE FOR COMMITMENT

VALIDATION SCRIPT (HOT CANVASS APPOINTMENT)

INTRODUCTION – QUALITY CONTROL & APPOINTMENT CONFIRMATION

Hi Mr. / Mrs. _____, This is _____ Calling. I'm The Scheduling Coordinator here at The Remodeling Group. (GOOD MORNING-AFTERNOON-EVENING).

I understand that you recently spoke with one of our representatives in the neighborhood correct? Was he / she polite and courteous with you? Great! And I see that we have a time scheduled to stop out on __(Day)___ at __:___ o'clock just to provide you with a free, no obligation estimate on your windows, is that correct?

Great! Well I just need to verify some information so that our representative can be prepared for the appointment.

PRODUCT QUALIFYING QUESTIONS

Now exactly how many windows would you like us to estimate for you?

And would you like us to estimate them to be repaired or replaced?

Great! Well, just so you know, our only intention is to stop out to your home, measure your existing windows, show you some samples of our windows, answer any questions you have, and leave you with a down to the penny price that is valid for one year... fair enough?

SPOUSAL CONFIRMATION

My only remaining concern is that this being a __(DAY)___ at __:___ o'clock, that this is a good time to meet with both you and (HUSBAND / WIFE / ALTERNATE PARTY)?

****ANYTHING other than a YES or ABSOLUTELY means No – Resort to tentative response****

Oh, great! So that will be a good time to meet with (opposite party) as well?

Perfect!

FISH FOR TIME CONSTRAINTS - (only on next days)

The last thing I want to mention, is that we have had an overwhelming response to some recent promotions we are running. In the event your representative is running a little behind as the result of being held up with another household, is it safe to say that both you and your spouse will be available for the remainder of the (MORNING / AFTERNOON / EVENING)? Great! Generally speaking, we are right on time but on occasion we can run 15-20 minutes behind and I did not want you to think that we had forgotten about you...

Great! Well thank you for your time and courtesy we look forward to seeing both you and (opposite spouse) on _____ at __:___ o'clock.



**PROBING
QUESTIONS
BY OBJECTION**

Not interested...

- Is this project something you have ever thought about before?
- Is this project something you think you will ever do?
- Have you had any problems with your _____ before?
- Has anyone ever left you with a price quote before?

Can't afford it...

- Is this project something you have ever thought about before?
- Is this project something you think you will ever do?
- Have you had any problems with your _____ before?
- Has anyone ever left you with a price quote before?

Not ready right now...

- Is this project something you have ever thought about before?
- Is this project something you think you will ever do?
- Have you had any problems with your _____ before?
- Has anyone ever left you with a price quote before?

I'll call you...

- When you finally call what project do you think you would inquire about?
- Is that project something you have been thinking about for a while?
- Is this project something you think you will ever do?
- Have you had any problems with your _____ before?
- Has anyone ever left you with a price quote before?

I need to speak with my spouse first...

- Are they usually the one in charge of those types of decisions?
- Have you folks ever talked about it before?
- Has anyone ever left you folks with a quote before?
- Have you had any problems with your _____ before?
- Is this project something you folks ever going to do?
- When is a good time to catch your spouse at home?
- Affordability is usually the number one topic of discussion, don't you think having a price on file to discuss makes sense?

I have a friend in the business...

- Oh wow, who do they work for?
- What type of work do they specialize in?
- Has your friend given you an estimate yet?
- What kind of product / material is your friend going to use?
- When are you thinking of having your friend get started?
- Have you had any professional quotes just to compare?

I do all of that stuff myself...

- Oh cool, so are you in the trades too then?
- What kind of work do you do for a living?
- Have you priced out the materials yet?
- What kind of product / materials are you going to use?
- When are you thinking about getting started?
- Have you ever had a professional quote just to compare prices, ideas, and warranties?

We are moving...

- Oh wow, where are you headed?
- What type of time frame do you have in mind?
- I did not see a for sale sign - have you listed the house yet?
- Do you know what low balling is?
- When prospective buyers make offers on a house they often low ball the current owner over-inflating the cost of repairs in order to acquire a better sale price. Having a professional estimate on file protects you from that. So whether you stay or whether you move you will not what it will truly cost...

Just leave an estimate in the mailbox...

- Have you ever heard of the Better Business Bureau?
- Well, we are members in good standing with the BBB and one of the things that they strongly recommend is that we never just leave quotes in the mailbox without discussing the details of the job first. Items like Styles, colors, quality level can greatly affect the cost. When would you be around so we can get your feedback and give you an accurate price?

Give me a ball park price now...

- Have you ever heard of the Better Business Bureau?
- Well, we are members in good standing with the BBB and one of the things that they strongly recommend is that we never just threw out ball park prices without taking proper measurements and selecting styles colors and options first. When would you be around so we can get your feedback and give you an accurate price?