



phone-script-cook-book
for small business

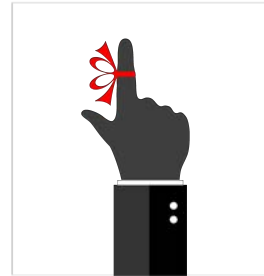
Phone script ingredients:



BASIC DATA



**UNICORN
CREATION**
(perceived value)



**SPECIAL
ITEMS**



UNIQUENESS



CONSISTENCY



GOOD CRM



ATTITUDE



EARS



OVERVIEW: The purpose of this cookbook is to teach you how to “build” an effective phone script. All of our businesses have their differences but the “bones” of our call scripts should all contain these elements. I have attached audio samples to assist the creative factory inside your head! I hope you enjoy.

RECORDED SAMPLES

INBOUND ESTIMATE

OUTBOUND FOLLOW-UP

INBOUND COMPLAINT

(RESIDENTIAL) OUTBOUND SALES

INBOUND ESTIMATE SCRIPT BREAKDOWN

Your entire phone script should be consistent and over the top friendly. That is why we added the “Consistency” and “Attitude” icons to ALL elements on this script.

Hello, Thank you for calling Window Wealth cleaning, my name is Josh and I am having a great day! How can I help you do the same?



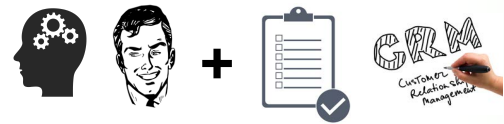
Your opening line (intro) should be “UNIQUE”. Be different right from the start.

Ok great! Getting you an estimate is a very simple process, can I quickly explain how it works? Ok, awesome. First I have a few basic questions to get of the way, then you can explain exactly what needs to be done and last, I will pick the perfect day and time for Mike, our sales manager to stop by and drop off all of the information you need, does that sound ok? Perfect.



Make sure you take a few seconds to explain your process. This helps a lot to build “Perceived Value (unicorn)” and manage the customers expectations.

Again my name is Josh, what was your first and last name? Ok, and your home address? Great, and the best phone number to reach you at? Alright, is there another number in case we can't get you on this one? No problem at all...What email can I send the estimate information to? Perfect, almost done with the boring stuff... How did you heard of our business? Awesome! Thank you.



The “Basic Data” must be gathered in a systematic way. Make sure you get every possible piece of valuable info. Equally important is having a central place to save all of this data. Use a “Good CRM” (customer relationship management software)

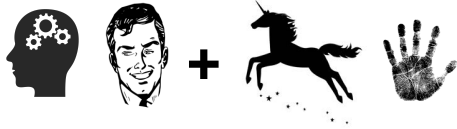
Ok, now that we got that out of the way, can you explain what exactly needs to be done and how we may able to help?

LISTENING.....Ok.....Ok, understood. Im going to take detailed notes so you don't have to explain this again, Ok? Perfect I got that all written down and understand what your needs are.



Truly listening to a customer needs, desires and fears is critical. Make sure you take great notes and document all relevant information. This step of your script combines “Basic Data”, a “Good CRM” and “Listening”

Can I take a quick second and just explain who we are and how we do business? First of all we provide a very high level of service. We will treat you with great respect from the time we answer the phone, all the way through the process until after we are done with the actual work. For this reason, we typically stay extremely busy and it's common for us to be booked 3 weeks out or longer during this time of year. After we drop off your estimate, my job is to make sure we can get you serviced as quickly as possible.



This is what separates the men from the boys. Separate yourself from the competition by being “Unique”. Outline why your business is “high level” and create loads of “Perceived Value (unicorn)”

Just to confirm, you said the siding on your home has a lot of mildew on it and the gutters are overflowing with rainwater, is that correct? Ok...and you also mentioned that Tuesdays are bad for you, so I will cross that off the list as an option. What works best for you, mornings or afternoons? Ok perfect, how is Wednesday morning at 9:30 a.m.? Ok great, so Mike will be there at 9:30 and I will also send you an e-mail confirmation with all of the details.



Managing customer expectations properly will save you from callbacks and other issues. Make sure to always repeat back “Basic Data” and what the customer says to confirm every important detail. Leave nothing to chance or assumption. This is another area a “Good CRM” comes in handy.

Before I let you go, I need to mention 2 other quick items.

1. We offer a 10% off group scheduling discount when neighbors book their appointments together, and we have many customers who take us up on that offer. Second,
2. We now offer dryer vent cleaning as an additional service. Clogged vents are the #1 reason for house fires in the United States and getting them cleaned is easy and inexpensive.



Typically near the end of a call is a great time to insert “Special Items”. These can change from time to time but usually include upselling or asking for referrals. Make sure your team is doing this EVERY single phone call.

Do you have any other questions for me? Ok, I am going to try and continue my great day and I hope you can do the same. Take care.



End the call with a “Unique” and pleasant farewell. The moment they hang up with you, their first impression will be complete. Make sure to finish strong and be memorable!

PRO TIPS:

1. Practice make perfect.
2. Its normal to feel silly when doing this.
3. Record yourself talking to customers .
(you sound much different than you think you do)
4. Make a checklist of all important points.

visit our websites:

www.AutomateGrowSell.com & www.SendJim.com



Checklist For Your Scripts

SCRIPT NAME: _____



 BASIC DATA	 UNICORN CREATION (perceived value)	 SPECIAL ITEMS	 UNIQUENESS
 CONSISTENCY	 GOOD CRM	 ATTITUDE	 EARS

Checkmark Each Box That Is Present In Your Script.

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