

shwego™ **BOOK EM ALL** Call Script

Key point:	Why it's important:
Lead the conversation	<p>The caller ultimately wants to solve their problem. Don't get hung up on details. Remember that solving their problem is the ultimate goal. Lead them to this.</p>
Give after you take	<p>If you refuse to give a price over the phone, or budge on your diagnostics fee, you must give something back greater in return.</p> <p>Example: "I can't give you a price on the phone without seeing your exact issue, but let me do you one better... I can have someone out there as soon as today..."</p>
Two options for success	<p>When booking an appointment, provide two options. If neither works, provide two more. People like simple choices.</p> <p>"I have 1 PM or 4 PM, what works better for you?"</p>

Common Objections & Solutions

Objection:	Solution:
<p>I want a price over the phone or I'm not booking an appointment.</p>	<p>Explain why giving a price over the phone works against them:</p> <ul style="list-style-type: none"> ● It could be higher since we can't accurately diagnose your issue on the phone. ● If my price is high, then you won't book with me. ● Then you'll lose out on one of the best technicians in the city. ● Make it dramatic. Tell a story. <p>Give them something better:</p> <ul style="list-style-type: none"> ● I can have someone out there in a few hours. ● Then we can really get to the bottom of it and solve your problem. ● With an accurate quote.
<p>I don't want to pay a diagnostics fee.</p>	<p>Justify it:</p> <ul style="list-style-type: none"> ● We are one of the most reputable companies around. That's why you called us. ● We are running a business and need to cover costs. ● It will be applied to your job, so it's really not out of pocket.
<p>I can't decide when I'm available.</p>	<p>Give them two options. If they're not free, give them two more. Keep doing this until they pick one.</p>

Sample Call Script

Caller: Hi, a pipe in my basement is leaking. I need someone to come out and fix it. What is the price of doing something like this?

You: We can definitely help you with your leaking pipe. Unfortunately, we don't give pricing out over the phone. I need someone to come look at your issue.

Caller: I understand, but I really need a rough estimate of the cost before I commit to an appointment, etc.

You: I can appreciate your need to get a price quote now. I can assure you that we can provide a MUCH more accurate quote if we can come look at the leak in person. If I give you a price now, I could be way off... you think I'm too high and call someone else... and then you miss the chance to have one of the best technicians fix your leak.

I'll tell you what I can do for you... I can have my tech out there as soon as today. I have 1 PM and 4 PM available or any time in between. What works best for you?