

Power *SellingPros*

The Pattern For Excellence

Regular Call Flow

Pricing Objection Call Flow

Top 20 Things To Never Say

PATTERN FOR EXCELLENCE™



Regular Call Flow Process



BE POSITIVE/BE PREPARED:

Thank you for calling (Insert Company Name). My name is (insert name). How can I make your day better?

LISTEN (ask at least 2):

- Who: Who do I have the pleasure of speaking with?
- What: What is happening? Tell me more.
- When: When did this problem start? When was your unit installed?
- Where: Where is your system located?
- Why: Has this happened before?

CARE:

"Oh no, that's not good!"

REASSURE:

"We can help you with that"

ASK:

1. When would you like us to come out?
2. "Great! Let's get some information and we will look at the schedule together."
 - Gather Account Info
3. BOOK THE CALL! (Set a time)

BE VALUABLE:

Here is what you can expect from your scheduled appointment. We are going to send out one of our trained technicians. They are backed by our company, we've been in business for XXX years. When they arrive they will do a (insert service) and look at your (insert system). They will then provide you with your options and once you approve, they can get started right away. To get our service professional out there it is only \$XX. We accept all major credit cards and cash, how can I tell the technician you'll be paying?

BE GRATEFUL:

1. Restate important appointment information. (Date, time, address, phone number)
2. Customer Name "Thank you so much (customer name)..."
3. Company Name "...for calling (Company Name)..."
4. Well Wish....I hope you have a great day!"

Price & Time Shoppers



BE POSITIVE/BE PREPARED:

Thank you for calling (Insert Company Name). My name is (insert name). How can I make your day better?)

Customer: “How much do you charge for _____” or “do you have any availability today?”

LISTEN (ask and/or restate at least 2):

- Who: Who do I have the pleasure of speaking with?
- What: What is happening? Tell me more.
- When: When did this problem start?
- Where: Where is your system located?
- Why: Have you had maintenance done recently? Has this happened before?

CARE:

“Oh no! That’s not good.”

REASSURE:

“We can definitely help you with that”

ASK:

“When would you like us to come out?”

USE IF YOU GET PRICE OBJECTION FROM CUSTOMER: “ I just want to know how much it will cost, can you just give me a ballpark price?”

BE VALUABLE:

“Great question! Let’s go over pricing and how we work. We are going to send out one of our trained technicians. They are backed by our company and we’ve been in business for XX years. When they arrive they will do a (insert service) and look at your (insert system). They will then provide you with your options and once you approve, they can get started right away. To get our service professional out there it is only \$XX.

Back to ASK:

1. When would you like us to come out?
2. “Great! Let’s get some information and we will look at the schedule together.
 - a. Gather Account Information
3. BOOK THE CALL! (Set a time)

BE GRATEFUL:

1. Restate important appointment information. (Date, time, address, phone number)
2. Customer Name “Thank you so much (customer name)...
3. Company Name ...for calling (Company Name)...
4. Well Wish....I hope you have a great day!”

TOP 20 THINGS YOU SHOULD NEVER SAY TO YOUR CUSTOMER

- 1** **NEGATIVE:** Unfortunately, we don't have pricing in the office.
POSITIVE: What I can do is get you that pricing that you're looking for. And I can do that by sending you one of our amazing service professionals
- 2** **NEGATIVE:** I'm sorry to hear that.
POSITIVE: Oh no! That's not good! (that's frustrating, stressful, inconvenient, overwhelming etc)
- 3** **NEGATIVE:** The best I can do for your appointment is Friday.
POSITIVE: What I can do for you is put you on our urgency list. The urgency list gives you faster service. If a service professional finishes early, or perhaps someone reschedules, I can move your appointment up. In order to get you on the urgency list, I need to get you on the schedule. I have an opening on Friday between 8-10am. Can I book that appointment to get you on today's urgency list, to provide you with faster service?
- 4** **NEGATIVE:** If we have a cancellation, we can move up your appointment
POSITIVE: If anyone reschedules or we are running ahead, we can move you up by putting you on the urgency list.
- 5** **NEGATIVE:** At least your AC didn't break down on the hottest day of the year!
POSITIVE: That's frustrating your AC. is not working properly.
- 6** **NEGATIVE:** Like I said, we will call you before we come.
POSITIVE: What I can do for you is give you a call at least 30 minutes before our service professional is on his way to your home.
- 7** **NEGATIVE:** I don't know the answer to that, I'm just a CSR.
POSITIVE: I am a Customer Experience Specialist and I run the office. I control the schedules of those who have that technical answer for you. When can I send a service professional to your home?
- 8** **NEGATIVE:** You're welcome
POSITIVE: It was my pleasure
- 9** **NEGATIVE:** Is there anything else I can do for you today?
POSITIVE: We also do indoor air quality, duct cleaning, preventative maintenance, and installations.
- 10** **NEGATIVE:** Unfortunately, our schedule is all booked up today.
POSITIVE: I can get you on our schedule for tomorrow as well as put you on the urgency list for faster service.
- 11** **NEGATIVE:** Our policy is that we don't give refunds...
POSITIVE: What I can do is have one of our managers walk you through the details of the work they did in your home and make sure we are all on the same page.

TOP 20...

- 12** **NEGATIVE:** Unfortunately, Salt Lake City is out of our service area.
POSITIVE: We service all of the Dallas area and would be happy to Google your zip code and see what companies come up in SLC.
- 13** **NEGATIVE:** We don't sell parts at our office.
POSITIVE: What I can do is have a service professional inspect your system and verify if that is the exact part you're needing and if there was any deeper cause for why it stopped working. He will then be able to repair anything, install those parts for you so you don't have to, and give you a 2 year warranty on that part.
- 14** **NEGATIVE:** We don't do tune-ups on Sunday
POSITIVE: Our normal business hours are Monday-Friday 8am-5pm. I would be happy to work with you on scheduling your appointment on one of those days, whether you need it super early or later in the day.
- 15** **CUSTOMER:** "Thank you so much for your help"
NEGATIVE: No problem!
Positive: It's been my pleasure. I'm happy to help.
- 16** **NEGATIVE:** I'll try to get you an appointment today...
POSITIVE: What I can do is call all of my technicians to see where they are at and work to get you something today. In the meantime, what I'm going to do is put you on our urgency list.
- 17** **CUSTOMER:** "I want to talk with a supervisor"
NEGATIVE: Oh, they are unavailable/in a meeting/out to lunch...
POSITIVE: What I can do is take some very detailed notes about your situation and assist you today. I will also be able to pass it along to our supervisor so that when they call you back, they are more prepared and ready to take care of you. Tell me more about what's going on...
- 18** **CUSTOMER:** "If you have to come back out to fix this after you've already been here, do I have to pay for this again?"
NEGATIVE: It depends... If the problem we are coming back for is the same, then no. If it is a different problem then yes.
POSITIVE: You are not responsible for any corrections we need to make on our part. That's on us. When our service professional arrives at your home, he/she will be able to determine further what is going on and from there talk to you about anything we need to do moving forward with pricing and repair.
- 19** **NEGATIVE:** Thank you for your business.
Positive: Thank you for partnering with us in taking care of your home.
- 20** **NEGATIVE:** Hopefully we will be able to fix that (We should be able to fix that...)
POSITIVE: We will take good care of you and your home. You're in great hands.