**Scripts for Success**

**The *Ultimate Customer Capture System* Outbound Call Script**

The ***Consumer’s Guide To Floor Covering*** is part of the *Ultimate Customer Capture System*. Within 48 hours of opting in for the *Consumer’s Guide to Floor Covering*, your prospect should get a phone call from a member of your sales team.

There is one goal, and one goal only for this call: **to schedule an appointment**, either in your showroom or the prospect’s home.

Remember: people who opt in for the ***Consumer’s Guide*** have raised their hands and indicated that they are interested in buying flooring—that right now they are on the path-to-purchase. **By implementing the *Ultimate Customer Capture* strategy you are creating a steady stream of hot leads for your sales team.**

**The “First-One-Who-Talks-Loses” Game**

Sales people tend to talk too much. You’ll be a lot more successful in controlling the direction of the sale—and closing more sales—by asking questions, then shutting up and listening. Silence is a powerful sales tool. If you ask a question then shut up and listen, the silence exerts gentle pressure for the prospect to say something. By getting good at this you can control the direction of the sale. Here’s an example:

**Salesperson:** Our guaranteed, no-surprises quote for installing ABC hardwood throughout your home is $12,447. For DEF hardwood it’s $15,993, and for the XYZ hardwood it’s $17,488. Which package works best for you? *(Then shut up and listen. First one who talks loses.)*

Bonus tips:

* Give them a choice between you, you and you. Always try to give them 2-3 purchase options. This way you’re not giving them a “yes” or “no” choice, but three “yes” choices.
* Never use “weasel” language when quoting a price. For example: “Our normal price is X.” “Our price is about X.” This sends a signal to the prospect that your price is negotiable, and you’re inviting them to beat you up on your price. Instead say, “The price is X.”

**Prospect:** Hmmm. Well, let me think about it and I’ll get back to you.

**Salesperson:** That’s fine. What would you say is the number one thing causing you to hesitate? *(Then shut up and listen. First one who talks loses.)*

**Prospect:** Well, I need to talk to my husband.

**Salesperson:** Good idea. Why don’t we schedule a phone appointment for after you’ve had a chance to speak with him—a time when you’ll both be available so I can answer any questions either of you have. Are mornings or afternoons better for you and your husband? *(Then shut up and listen. First one who talks loses.)*

Bonus tip:

* You’ll notice that I don’t say, “Can you meet with me?” That’s a “yes” or “no” question. Instead I give the prospect two “yes” choices: mornings or afternoons. You could also say, “I have an opening at 10:00 AM this Wednesday, or 2:30 this Friday. Which works better for you?”

The key success with the “First one talks loses” strategy is to be willing to sit with your mouth shut—no matter how long—and let the silence work for you. I’ve sat for 30 seconds or a minute in total silence. This strategy works.

**Script if you reach voice mail**

You want to speak with a live person if possible, but here’s the script if you reach voice mail.

**Salesperson:** Hi Ms. Pendergastman, this is Freddie from Jimbo’s Floors. This morning you went online and requested a copy of our Consumer’s Guide to Floor Covering. I wanted to make sure you got it, and make sure all your questions about flooring are answered. My direct phone number is 123-4567. I look forward to speaking with you and helping you choose the right floors for your home or office.

**Script if you reach a live person**

**Salesperson:** Hi Ms. Pendergastman, this is Freddie from Jimbo’s Floors. This morning you went online and requested a copy of our Consumer’s Guide to Floor Covering. I wanted to make sure you got it, and see if you have any questions? *(Then shut up and listen. First one to talk loses.)*

**Prospect:** Hmmm…not really.

**Salesperson:** Okay. What is your time frame for getting new floors?

**Prospect:** Probably in the next month or two.

**Salesperson:** Have you ever purchased from Jimbo’s Floors?

**Prospect:** No.

**Salesperson:** Well, we have a special program to help \*new clients make the best choice possible on their new floors. Can I take a quick minute and tell you about it? *(Then shut up and listen. First one to talk loses.)*

(\*If they have purchased from you before, say the following: “Well, we have a special program to help our returning clients make the best choice possible on their new floors. Can I take a quick minute and tell you about it?”)

**Prospect:**Okay.

Proceed to the \*Design Audit “value building” script.

**Design Audit Value Building Script**

“You know, floor covering is a critical part of your interior design, and choosing the right flooring is a major decision. There are many options, and we realize that it can be a little confusing and even overwhelming. To help you make the best decision on your flooring investment, we have a trademarked process called the Design Audit™ where we’ll do several things. First, I’ll sit down with you in our design room (or in your home if it’s more convenient) and get some very basic information from you about traffic levels. Second, we’ll discuss what you want to accomplish with your new flooring. Third, I’ll draw out a diagram of your home so I can see your traffic patterns. This will help us narrow the thousands of products to the best flooring choice to meet your design needs and budget. I’ll also give you a prescription to get the longest life out of your floors, even the areas we aren’t replacing. Are morning or afternoons better for you to meet?”

**\*If you don’t have access to the Design Audit say the following:**

“You know, floor covering is a critical part of your interior design, and choosing the right flooring is a major decision. There are many options, and we realize that it can be a little confusing and even overwhelming. To help you make the best decision on your flooring investment, I’d like to offer you a free consultation where we’ll do several things. First, I’ll sit down with you in our design room (or in your home if it’s more convenient) and get some very basic information from you about traffic levels. Second, we’ll discuss what you want to accomplish with your new flooring. Third, I’ll draw out a diagram of your home so I can see your traffic patterns. This will help us narrow the thousands of products to the best flooring choice to meet your design needs and budget. Are mornings or afternoons better for you to meet?”

**The *Design Audit™* is part of our *Core 3* program, which includes:**

* *Neighborhood Advisor™* past-client newsletter
* *Referral Connections™* referral-generation system
* *Design Audit* sales system

If you’d like more information on the *Core 3* program call our office at **877-887-5791**.