

## 3 Steps to Setting a Qualified Sales Lead - RAQ

### Build the RELATIONSHIP

Ask **QUESTIONS** to get them to like you – ask questions about **THEM**. You can ask about:

Family

Pets

Area of Town

Other customers in their area

ANYTHING EXCEPT AIR CONDITIONING AND HEATING!

**LISTEN** to let them know you like them – Listen with the intent to understand not with the intent to respond. Try to identify with them in any way you can.

### Establish your company as the AUTHORITY

Explain how and why we conduct the energy audit:

“Mrs. Homeowner, when we come out we are going to perform a comprehensive energy audit at no charge to you. It’s recommended by the U.S. Department of Energy and Consumer Reports. We will measure your house and windows, check the type of construction and check out your duct work and attic insulation. All of these things are critical to properly sizing your system. We are required to do it on every job, but don’t worry cause it’s a complimentary service.”

“The reason we do that is very simple: We offer a one-year unconditional money-back guarantee, so we must make sure the job is done perfectly. If you don’t like the system and we can’t fix it, we will remove the system and refund 100% of your investment. So it does take longer to do it right, but I am sure that’s the kind of service and quality you expect, correct?”

## **QUALIFY the opportunity**

Ensure the homeowner understands the 60/90-minute time commitment and make two requests to get all homeowners involved in the **DESIGN** process.

“Now depending on how long it takes to measure your home and depending on how many questions you have, that process takes about 60 to 90 minutes. Is that going to be OK?”

“Also - because we offer a 100% money back guarantee - it’s very important that we get all homeowners involved in the design process. The last thing we want to do is design the perfect system for you and have your “significant other” hate it. Then we would have to pull it out and give you your money back!”

“Buying a new Home Comfort System is like buying a new car – there are a lot of choices. Like everything else these days, the technology is amazing!”

“So given those two factors – the time involved and getting all homeowners involved in the design process – when is a good time we could get together? I have a 2PM and 6PM available this afternoon.”

If the homeowner says other homeowners can’t be there **ASK A SECOND TIME!**

“I understand your (husband, wife, etc.) is busy so we can come at a time convenient for you – either in the evening or even a weekend. Which works better? I have a 6PM or next Saturday at 10AM.”

If they say no a second time just **BOOK THE DAMN LEAD!**

**If homeowner asks for a price:**

“Well Mr. Homeowner, buying a new Home Comfort System is like adding windows or a new roof, the investment can get up there. When our Design Techs come out they will give you several options to choose from. They can design a system that fits every budget.”

**OR**

“A new Home Comfort System can run anywhere from \$14,000 on the low end up to \$40,000 on the high end. There are so many variables in size, technology and efficiency. There are lots of variables. When our Design Techs come out they will give you several options to choose from. They can design a system that fits every budget.”

**SEE IT. FEEL IT. VISUALIZE IT.**

**I CONSISTENTLY SET AWESOME QUALIFIED LEADS!**

- 1. I expect awesome results from myself and my homeowners!**
- 2. I take the time to build strong relationships with my homeowners!**
- 3. I establish myself as the authority with my homeowners!**