



OUTBOUND CALL FOR HVAC TUNE-UP TO EXISTING PLUMBING CUSTOMERS VOICE MAIL

Hi Mr./Mrs. Homeowner this is _____ with _____. The reason for my call is that I noticed it's been a long time since you've had your furnace serviced. As you know, regular furnace maintenance is very important to your family's safety and the system's efficient operation.

Right now we are offering our premium safety and efficiency tune-up at the discounted rate of \$___ to our existing customers. That's a ___% discount on our regular price.

Would you like to go a head and get on our HVAC Service schedule? I have spots open on _____ and _____. Which of those work better for you?

ONCE CALL IS BOOKED:

Also, I see here you also qualify for ANOTHER discount on your HVAC service of \$____. Be sure and ask your technician about that when he gets there.



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Hi Mr./Mrs. Homeowner this is _____ with _____. The reason for my call is that I noticed it's been a long time since you've had your furnace serviced. As you know, regular furnace maintenance is very important to your family's safety and the system's efficient operation.

Right now we are offering our premium safety and efficiency tune-up at a ___% discount to our existing customers like you. I also see here you are also eligible for an additional ___% discount, so give me a call back to get you on our schedule.

I have spots open on _____ and _____, so let me know which of those work better for you?

Our phone number is: _____. We look forward to serving you and your family.



ADD HVAC SAFETY ADD EFFICIENCY TUNE-UP TO INCOMING PLUMBING CALL

AFTER PLUMBING CALL IS BOOKED:

... By the way Mr./Mrs. Homeowner, I see it's been a long time since you've had your furnace serviced. As you know, regular furnace maintenance is very important to your family's safety and the system's efficient operation.

Right now we are offering our premium safety and efficiency tune-up at the discounted rate of \$___ IF we book your Furnace/AC appointment at the same time we are booking your plumbing service.

Would you like to go a head and get on our HVAC Service schedule? I have spots open on _____ and _____. Which of those work better for you?

ONCE CALL IS BOOKED:

Also, I see here you qualify for an additional discount of ___% discount so be sure to ask your technician about that when he gets there.



OUTBOUND CALL FOR HVAC TUNE-UP TO EXISTING HVAC CUSTOMERS

Hi Mr./Mrs. Homeowner this is _____ with _____. The reason for my call is that I noticed it's been a long time since you've had your furnace serviced. As you know, regular furnace maintenance is very important to your family's safety and the system's efficient operation.

Right now we are offering our premium safety and efficiency tune-up at the discounted rate of \$___ to our existing customers. That's a ___% discount on our regular price.

Would you like to go a head and get on our HVAC Service schedule? I have spots open on _____ and _____. Which of those work better for you?

ONCE CALL IS BOOKED:

Also, I see here you also qualify for another discount on your HVAC service of ANOTHER \$___. Be sure and ask your technician about that when he gets there.



OUTBOUND CALL FOR HVAC TUNE-UP TO EXISTING HVAC CUSTOMERS

Hi Mr./Mrs. Homeowner this is _____ with _____. The reason for my call is that I noticed it's been a long time since you've had your furnace serviced. As you know, regular furnace maintenance is very important to your family's safety and the system's efficient operation.

Right now we are offering our premium safety and efficiency tune-up at a 20% discount off our standard rate to our existing customers like you. I also see here you are also eligible for an additional 20% discount, so give me a call back to get you on our schedule.

I have spots open on _____ and _____, so let me know which of those work better for you?

Our phone number is: _____. We look forward to serving you and your family.



OUTBOUND CALL TO EXISTING HVAC CUSTOMERS FOR FREE ELECTRICAL INSPECTION

Hi Mr./Mrs. Homeowner this is _____ with _____. The reason for my call is that as an existing customer of ours, you qualify for a complimentary inspection of your Electrical System. Inspecting your Electrical System is very important to the safety of your home and family.

As I mentioned, the inspection is 100% complimentary as you are one of our existing HVAC customers.

Would you like to go a head and get on our Service schedule? I have spots open on _____ and _____. Which of those work better for you?



OUTBOUND CALL TO EXISTING HVAC CUSTOMERS FOR FREE ELECTRICAL INSPECTION VOICE MAIL

Hi Mr./Mrs. Homeowner this is _____ with _____. The reason for my call is that as an existing customer of ours, you qualify for a complimentary inspection of your Electrical System. Inspecting your Electrical System is very important to the safety of your home and family.

As I mentioned, the inspection is 100% complimentary as you are one of our existing HVAC customers.

Give me a call back as quickly as you can as we only have a few spots remaining on our schedule for this special offer.

I have spots open on _____ and _____, so let me know which of those work better for you?

Our phone number is: _____. We look forward to serving you and your family.



ADD ELECTRICAL SALES OPPORTUNITY TO INCOMING HVAC SERVICE CALL

AFTER HVAC CALL IS BOOKED:

By the way Mr./Mrs. Homeowner, I wanted to let you know that we now offer a comprehensive list of residential electrical services.

For a limited time we are offering a ___% discount on all electrical services to our existing HVAC customers. Do you have any issues with breakers that trip or lights and fixtures that don't work? Do you have surge protection to protect your electronic devices during a lightning strike?

IF YES:

Well great, let me get that booked for you right now!



HOME SHOW LEAD GENERATION

Focus on 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.”

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 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.”

“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.”

3 STEPS TO SETTING A QUALIFIED SALES LEAD - RAQ

1 BUILD THE RELATIONSHIP

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



- 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.

2 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 moneyback 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?”

3 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!**

CSR TIPS



1. Answer telephone by the 2nd ring.
2. Use appropriate greeting.
3. Never answer a question with “uh-huh”.
4. Show you’re listening by reflecting.
5. Use caller’s name.
6. Always get permission to transfer a caller.
7. Use HOLD sparingly and with permission from caller.
8. Listen carefully and take notes.
9. Be empathetic.
10. Be courteous and enthusiastic.
11. Tell what you can do first.
12. Always follow-up on promises.
13. Be the Solution!