

OUTBOUND CALL CENTER SCRIPT FOR LEAD GENERATION (NON-EXISTING CUSTOMERS):

INTRODUCTION:

“Good morning/afternoon, this is *[Your Name]* with *[Your Company]*, a trusted HVAC service provider in your area. I hope I’m not catching you at a bad time?”

OFFER INTRODUCTION:

“We’re currently reaching out to homeowners in your neighborhood to let them know about a special offer we’re running on our Precision Tune-Up service for heating and air conditioning systems. For a limited time, we’re offering this service at a discounted rate of just *[discounted price]*, down from our regular price of *[regular price]*.”

EXPLAIN BENEFITS:

“Our Precision Tune-Up helps ensure your system is running at its best, which can increase efficiency, lower your energy bills, and help prevent costly repairs. With seasonal changes approaching, now is the perfect time to make sure your heating or cooling system is ready to handle the load.”

CREATE URGENCY:

“This special offer is available for a short time, and we have technicians available in your area. Would you be interested in booking an appointment while we’re running this promotion?”

HANDLE POTENTIAL OBJECTIONS:

If the customer hesitates or asks for more information:

● **Not Interested / System Seems Fine:**

“I completely understand. Even if your system seems to be running well, regular maintenance can help prevent unexpected breakdowns when you need it most. Plus, this discounted rate is a great opportunity to protect your investment at a low cost.”

● **Cost Concern:**

“I hear you. The reason we’re offering this promotion is to help homeowners like you stay ahead of potential issues without breaking the bank. The Precision Tune-Up can actually save you money by improving your system’s efficiency and reducing energy usage.”

● **Timing Issue:**

“We can work with your schedule! We have appointments available on *[dates]*, or I’d be happy to find a time that works better for you. Would *[suggest a specific time]* be convenient?”

CLOSE THE CALL:

“Great! I have you scheduled for *[date and time]*. You’ll receive a confirmation shortly, and we’ll send a reminder closer to the appointment. Thank you for choosing *[Your Company]*, and we look forward to helping you keep your home comfortable.”

IF NO BOOKING:

“I understand you may not be ready right now, but if you decide to take advantage of this great offer, feel free to call us back. Our promotion is running for a limited time, and we’d love to help you. Have a wonderful day!”

KEY NOTES FOR CALL AGENTS:

- **Keep the tone friendly and non-pushy.**
- **Emphasize the benefits of preventive maintenance, even if the customer isn’t currently experiencing issues.**
- **Highlight the special discounted rate and the limited-time nature of the offer to create urgency.**
- **Be prepared to address objections and offer flexible scheduling to accommodate the customer.**

This script aims to generate interest from new leads by focusing on value, preventive care, and customer convenience.