

OUTBOUND TO DATABASE (NOT CLUB MEMBERS, BUT EXISTING CUSTOMERS)

INTRODUCTION:

“Good morning/afternoon, this is *[Your Name]* with *[Your Company]*. I’m reaching out to let you know about a limited-time offer we’re running to help keep your home comfortable as the weather changes.”

OFFER INTRODUCTION:

“As a valued customer, we’re excited to offer you our special Precision Tune-Up service for your heating or air conditioning system at a discounted rate. This service normally costs *[regular price]*, but if you book today, you can receive it for just *[discounted price]*!”

EXPLAIN BENEFITS:

“Our Precision Tune-Up is designed to help your system run more efficiently, extend its lifespan, and prevent costly repairs down the road. It’s the perfect way to make sure your system is ready for the upcoming season.”

CREATE URGENCY:

“This special offer is available for a limited time, so I’d love to help you secure your spot today. We have technicians available in your area—what time would work best for you to schedule your tune-up?”

HANDLE POTENTIAL OBJECTIONS:

If the customer hesitates or asks for more information:

● **Cost Concern:**

“I completely understand. The reason we’re offering this special is to ensure you get the most value at a time when your system may need it most. Regular maintenance can actually save you money by preventing larger, more expensive repairs down the line.”

● **Not Interested Now:**

“Even if you’re not experiencing issues right now, this service helps maintain the efficiency and performance of your system. A quick tune-up can help lower your energy bills and prevent any surprises when the weather changes.”

● **Timing Issue:**

“We can certainly work with your schedule. Our team is available on *[dates]*—would any of those times work for you?”

CLOSE THE CALL:

“Great! I’ve got you scheduled for *[date and time]*. We’ll send a confirmation and 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:

“Thank you for your time today. If you decide to take advantage of this offer, feel free to give us a call. Have a great day!”

KEY NOTES FOR CALL AGENTS:

- **Keep the tone friendly, helpful, and professional.**
- **Be prepared to address common objections like price, timing, or perceived need.**
- **Offer flexible scheduling and emphasize the benefits of preventive maintenance.**

This script is designed to encourage leads while maintaining a customer-focused approach.