

# Use This To Close More Bookings Over The Phone

**YOU:** Welcome to (your business name) my name is (say your name) how can I help you

**Customer:** How much do you charge for carpet cleaning?

**YOU:** Are you just looking to get a couple of quote for cleaning your carpets?

**Customer:** Yes

**YOU:** Just so I can help you better would you mind if I can ask you a couple of quick questions about your carpets, that way I can work out an exact price over the phone for you... would you be OK if we did that?

**Customer:** Yes

**YOU:** Great... By the way my first name is (say your name) and yours is?

**Customer:** Jack

**YOU:** Thank you **Jack** for calling us... let me start by asking you, how long has it been since you last had your carpets cleaned?

**Customer:** About 12 months

**YOU:** And Jack, because we run hoses from our vehicle straight into your home is there parking near by or are you in a high raise apartment?

**Customer:** It's a house and you can park in the driveway.

**YOU:** And Jack, are you moving out or is it a home where you are living?

**Customer:** I live here.

**YOU:** And Jack, is there anyone in the home that has Asthma or allergies?

**Customer:** No

**YOU:** And tell me Jack, are there pets in the home that are often on the carpet?

**Customer:** No (If Jack answered Yes then probe about accidents on the carpet & stains etc).

**YOU:** And **Jack**, in your opinion are your carpets pretty grubby in some areas is there any stains or are they pretty clean and only need a quick freshen up?

**Customer:** They are pretty clean but there are some marks and the walkways in the hall are a little worn.

**YOU:** That's not a problem at all... And **Jack**, how many bedrooms is there?

**Customer:** 4

**YOU:** So are those 4 bedrooms all the exact same size or are some smaller than others?

**Customer:** There are three bedrooms that are smaller than the main bedroom.

**YOU:** Would you say Jack that the main bedroom is twice the size of the other 3 rooms?

**Customer:** No it would only be about half the size again.

**YOU:** That's not a problem... Is there a hallway or small landing between these bedrooms?

**Customer:** Oh yes there is but it's only tiny, not really a hall at all.

**YOU:** That's not a problem at all Jack, I'll mark it down as maybe just one or two metres so about two steps long would that be OK?

**Customer:** Yes that's about it

**YOU:** Is there any carpeted walk in robes?

**Customer:** No there is not

**YOU:** And Jack what other rooms do you have?

**Customer:** Just a lounge area

**YOU:** Is that lounge area the same size as the main bedroom or would you honestly say it's double the size or more.

**Customer:** It would be about double the size

**YOU:** And is the dining area in that same room or do you dine in a different room?

**Customer:** Actually we have our dining table in the same room

**YOU:** So Jack would you say it's a combined lounge dining where it's not really two rooms but more like only a room and a half yes?

**Customer:** Yes that's about right

**YOU:** And is there a hall way around the living and dining area?

**Customer:** No not really.

**YOU:** OK... and are the bedrooms all upstairs or is everything all on one level?

**Customer:** The bedrooms are upstairs

**YOU:** And do the stairs have carpet on them?

**Customer:** Oh Yes

**YOU:** And Jack would you like the stairs cleaned as well?

**Customer:** Yes I would

**YOU:** Great, so Jack I have 4 bedrooms upstairs, a tiny little hall which is more like a tiny landing, a lounge combined dining area and a stair case... is there any other carpeted area or have I got it all down correctly?

**Customer:** Well there is a study downstairs too but we don't want that done.

**YOU:** OK so I am just making a note here... do NOT include the study downstairs is that correct?

**Customer:** Yes.

**YOU:** Ok so I am going to work out a price for you then I would like to give you one or two reasons why I think you might like to book with us... would that be OK Jack if I was to do that?

**Customer:** Sure

**YOU:** Great... I am just adding this up, and it comes to a total of \$489 which includes the GST... Jack does that fit your budget?

**Customer:** No, I thought it was going to be way cheaper than that.

**YOU:** Yes I understand, you really did think it was going to be cheaper didn't you?

**Customer:** Yes.

**YOU:** Look Jack, I don't want to insult your intelligence, you and I both know that if you shop around you are going to get much cheaper quotes true?

**Customer:** Yes.

**YOU:** But as you may well know those cheap prices given over the phone can be a sly trick to get their foot in the door and once they are in your home and inconvenienced your time they bump the price up telling you that you require additional extras that they never told you about over the phone... We don't do that.

We like to do the right thing and quote properly up front... Is that fair enough?

**Customer:** Yes.

**YOU:** Now Jack let me share with you why I think you should book with us even if we seem little more than some other carpet cleaners. We give you a very special guarantee on all our work and it goes like this...

If you are not happy with our work and you find the need to call us out again we will clean any affected areas again for free.

If you are not happy after that I will give you 100% of your money back because if you are not happy I know you won't call us again.

And **Jack**, if we have still not satisfied you at that point we will pay for the carpet cleaner of your choice to go over our work so you effectively get your carpets cleaned free... **Jack**, does that seem like an honest and fair deal to you?

**Customer:** Yes but it's still expensive

**YOU:** Yes compared to cheap quotes by cheap carpet cleaners it may seem that way but **Jack**, and as many consumers have learnt, most carpet cleaners quote low to get their foot in the door, using bait and switch like I mentioned... the bait got them in the door and the switch will get more money from you later. They know you don't have the time and it's inconvenient for you to start again. And many people fall for this trap.

**Jack**, we don't do that. We quote an honest price up front, we stick to it and we deliver outstanding workmanship every single job we do.

**Jack** with a rock solid guarantee like the one we give you (in writing I might add before we start the job) and the fact that we are honest and up front... for the sake of an additional one or two hundred dollar investment I would be delighted to come out and show you just how good we really are... **Jack** seeing you have nothing to lose would you be open to giving us a try?

## Short Version with Prompters Only:

1. Answer the phone Professionally
2. Get permission to take their time
3. Get their name
4. Ask questions about their carpets and dig a little deeper if necessary
  - When was the last time they had carpets cleaned?
  - Ask about the parking?
  - Are they moving out or still living in the home?
  - Any pet stains or accidents?
  - How many rooms and details about rooms (be specific and check for stairs)
  - In their opinion are they grubby in areas, have stains anywhere or just light soiling?
  - Any asthma or allergy sufferers?
  - Read back how many rooms including everything to them and get confirmation
  - Give a price
  - Handle objections and tell them about your guarantee
  - Ask them to try your services risk free.
5. Book the job and send out in the mail or email or text message a copy of your guarantee. I prefer sending them a link on your website where they can download it as it saves time and is free to do.