

# Phone Script

Notes:

Always have two times available.

Have your story ready (use the same ones every time)

Practice this! The more natural you sound the better. You want it to be conversational.

The goal is to schedule the meeting. That is all you're selling. 10-15 minutes. If they seem very interested, feel free to qualify it on the spot and follow SIMPLE process.

Hi! My name is \_\_\_\_\_. Can I please speak with \_\_\_\_\_ (name/owner/facilities manager/)?

I am calling in regards to the facilities audit I am scheduling for them.

When talking to FM/Owner:

"Hello! My name is \_\_\_\_\_ from Verde Solutions. I am reaching out because according to our records, it looks like you have not completed a facilities audit to obtain your ComEd lighting rebates and incentives. I am scheduling very brief site visits in your area to be able to set you up for a complimentary lighting audit so we can provide you a report of how much \_\_\_\_\_ (ComEd/utility company) is paying you to make the switch.

Has your company made any changes to your lighting in the last 60 days?

→ "Yes-We have done an upgrade already." (Dig to see if it really is LED)

→ Awesome. So you're whole facility is already upgraded to LED? (the goal here is to see if they really have LED or if they are thinking they did when they really have fluorescents.)

→ Yes we have done an upgrade already-confirmed it is LED

→ That's great! It looks like you guys are into saving money and being energy efficient! Have you had someone provide you any info on the solar energy opportunities in Illinois? They are pretty amazing, some systems are getting 70% of their systems paid for. Since I will be in the area this week for some appointments, I will stop by and drop off some information for you. If you're interested in learning more, we can always set a meeting at a time that works for you! How does that sound?

→ "No." → That's great! This is the very best year to obtain the ComEd rebate program as it has increased for the first time in a very long time. These rebates are temporary and I'd hate for you to lose the opportunity to see what you qualify for. I am going to be out in your area next week. I only need about 10-15 minutes of your time to take a look at your facility and run through some brief questions. How's next Tuesday at 3pm?

OBJECTIONS OVER THE PHONE: **USE PAATS**: PAUSE-AGREE-ASK A QUESTION-TELL A STORY-SET THE MEETING

→ “I’m too busy”

**Pause.**

**Agree.** I get it! I am sure you have many other things to worry about in your day. Time is money. People are busy. This is why we keep our initial meetings very short and to the point.

**Ask a question.** If mornings are easier, I can make 9am work. (pause)

**Tell a story.** Sometimes we even wrap up faster-just yesterday I was able to qualify \_\_\_company\_\_ for the free program in 7 minutes! And it looks like they may be getting a huge payout.

**Set the meeting:** It is just a few questions I need to cover and a brief look at what you have in place. Can we shoot for Tuesday at 9am instead?

→ “I’m not interested”

**Pause.**

**Agree-**I can appreciate that! Most of my clients felt the exact same way.

**Ask a question.** Have you ever heard of someone use the program before?

**Tell a story.** My client, Cindy at the YMCA had no interest in doing this project. Once she saw that they qualified for \$5,000 in free money she was happy to share that with the board. Every little bit helps and now they are saving \$1,000/month. I’d love to see what you qualify for. It’s free for you to see your benefits.

**Schedule it.** All I need is about 10-15 minutes next Tuesday at 3pm. Can I schedule you then?

→ “We don’t have a budget for that/ Can’t afford it/ Too expensive”

**Pause.**

**Agree:** You are absolutely right, most businesses have many projects they already have to pay for.

**Ask a question:** Did you know that many businesses are able to complete these projects with no money out of pocket and even cash flow?

**Tell a story:** I just completed a project at the Kenosha YMCA, and they didn’t spend a dime of their own money. In fact, they were able to get their whole project paid for through the rebates and savings. Now they cash flow \$600 a month.

**Schedule it:** It would be pretty exciting if we could get you set up the exact same way. The first step is our brief site visit. Can we shoot for next Tuesday at 3pm?

→ “We already have someone working on this for us”

**Pause.**

**Agree:** That’s good to hear! I’m glad you guys are already looking into this. The benefits are great!

**Ask a question:** Are you only looking into one company? Or are you open to multiple bids?

**Tell a story:** My client at \_\_\_\_\_, was working with their own electrical contractor. The bid he ended up getting was not exactly what they were looking for and was actually going to create a lot of the same issues with replacing lamps often. He had no clue until he looked at our comparing bid. It provided him a lot of clarity and it turned out what we proposed is exactly what they were looking for. He also really liked our full turn key operation we provided.

**Schedule it:** It would be only a benefit to you to see what another company can provide. All I need is 10-15 minutes to start. Can we meet next week on Tuesday at 3pm?

→ “I’m tired of you energy people calling my business/You’re the 5<sup>th</sup> call I’ve gotten about this already!”

**Pause:**

**Agree:** I can imagine! There are so many people like myself trying to help businesses like you obtain their benefits! It’s literally FREE money being left on the table. And it will run out.

**Ask a question:** Did you know that our initial consultation, audit and report is absolutely free? You get all this information at no cost to your business!

**Tell a story:** One of my favorite clients actually cursed at me over the phone when we first spoke! She was having a bad day, but I ended up helping her out and now they save \$1,000 a month with our program. Now she thanks me all the time!

**Schedule it:** At the very least you can see your benefits. Take it or leave it! Can we meet for about 10-15 minutes next week? How’s Tuesday at 3pm?

→ “What’s the catch?”

**Pause:**

**Agree:** I agree it seems like there would be. Nothing is free anymore!

**Ask a question:** Did you know bids do not cost the client any money?

**Tell a story:** All my clients, whether they switch to LED or not they are grateful to know what they qualify for. At the end of the day, they know where they stand and what type of savings they are able to gain each month.

**Schedule it:** The only way I can know where you stand is by taking a look at your facility and going through some brief questions with you. It’s of no cost or catch to you! How’s Tuesday at 3pm?

→Yes, Tuesday 3pm is good.

Great! I just need a few items. First, what is a good email for you? I will send you my contact info, a calendar invite and some info on our company.

Also, please have a copy of your electric bill on hand, that will be helpful. This will allow us to see your current rate and usage to provide you a custom quote.

Do you have any questions? Great. See you next Tuesday at 3pm! Goodbye! Send calendar invite and an email.