

EMPOWERED BUSINESS ENTREPRENEURS, LLC

Telephone Script 1 to Close Sales

**Template For Your Business Consultation
With Your Prospects**

By Alicia Bausley and Lisa Hanfileti



Dear Friend,

Here is your template telephone script to work directly with your prospects. Customize this template to your own business. It is a proven script that I have used repeatedly to close on multiple sales. Enjoy the rewards of a successful and very profitable business. Remember, implementation is key to cash flow!

Warm regards,

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Founders of Empowered Business Entrepreneurs, LLC
Authors of [Secrets To Selling](#)

Ring, Ring!

Prospect: Hello?

You: Hello, may I speak with Debbie Hogan please?

Prospect: This is Debbie.

You: Hi Debbie. This is YOUR NAME of XYZ Pest Control Company. We've scheduled this time to meet over the phone. Is this still a good time for you?

Prospect: Oh I'm so sorry. I completely forgot about our appointment and I have to take my son to soccer. Oh... I do have a quick 5 minutes though.

You: You know what - that's not a problem Debbie. I really understand. Let's reschedule your appointment so we can take the time to address your needs, and you won't need to feel rushed. We can reschedule for tomorrow. Does that work out better for you?

Prospect: Oh yes, actually that really does. Thank you.

You: OK great.

[Why would you ask if the time was still good for your prospect and try to reschedule? You already have her on your calendar and she's answered the phone. It's important to have your prospect in a good frame of mind. If your prospect is watching her clock and thinking "I've got to get my kid to soccer" she's going to be distracted, not listening, and certainly not comprehending what you are telling her.]

You'll find that she'll make decisions that may be prompted by her anxious feeling of getting her son to soccer. You want this call to be a very relaxed, comfortable situation. Comfortable (not hurried) decisions made by Debbie, the prospect, is what we're looking for; not snap decisions.

Rescheduling and being very considerate of Debbie also continues to build on your credibility, because you're being respectful of her and she can see that. And you are also working towards a long term business relationship. Remember, you want some repeat business here. You're not looking for Debbie to be just a one- time purchaser.]

Prospect: OK. Yes this time works perfectly for me. Thank you for asking.

You: Great Debbie. Let's get started with your consultation. I'd like you to remember that this consultation is really all about you and the problem that you're having with ants invading your home. And the most important thing Debbie that we're going to address today is how we'll be able to resolve that recurring problem, and maintain that control of the ants that are invading your house.

[The consultation is all about their needs. You are going to remind your prospect it's all about their needs. Refer back to that first phone call when you introduced yourself and be ready to address their problem. You know that ants are invading her home right now. You're going to let your prospect also know that you're going to resolve the problem, and you are going to present the solutions to keep the problem resolved for them.]

You: Debbie, when we talked yesterday you said the biggest problem was the ant invasion that periodically invades your home, and I want to make sure is that still your primary concern?

Prospect: Yes, but since we talked I thought of something else too. I have tomato plants in our backyard and we have a big problem with tomato worms. They've actually started spreading onto our rose bushes. Can you help me with that too?

[Your prospect has addressed a new problem in addition to the ant problem. That's one of the reasons you always want to clarify what their problem is and to be sure that you're still on the same page with them and understand what their needs are. Their problems may actually be keeping them up at night, even though it may not be important to us. To this prospect all she's thinking about is as she goes to bed, "Am I going to wake up in the morning and see that the pantry is completely covered with ants again? Am I going to get behind taking the kids to school?" If you're not staying on the same page with them, your solution won't match their problems.]

So consider any new challenges, any problems, and see if you can address it during this consultation. We're going to move into the script, keeping emotional triggers in mind.]

You: Debbie, yes we're really confident that we could help you with that problem. You had mentioned that you had gotten up on Tuesday morning only to discover that there was a trail of ants coming in from outdoors, and unfortunately they discovered your food pantry and virtually invaded every single product that they could get into. I bet that was a mess to clean up, wasn't it Debbie? (emotional trigger – readdressing their *pain*)

Prospect: Oh yes, and I was in a rush to get my kids to school and get to a meeting, so I ended up being late for both.

You: Of course I'm sure it was frustrating also Debbie, to think of how much money you lost in groceries. That had to be really be pretty expensive? (emotional trigger)

Prospect: Yes. I lost all the open cereal, crackers, bread, cookies for the kids' lunches. I had to throw almost everything out.

You: That's really a shame, especially because there are ways to prevent it from happening.

[Why are we using these emotional triggers? Why are we reinforcing the problem that the prospect has and reminding them of what it is? We're

helping to remind the prospect of their problem. *We're working very hard now to match their problem with a solution.* On some telephone consultations, depending on your discipline, it is pretty clear cut what the problem is and how to solve it. But for other disciplines it may not always be so easy to see it. So that's why you want to really spell out the problem, and match with a solution.

It allows you to connect the problem that your prospect is having, and the solution, that warrants *immediate action on their part.* We want to close on a sale in this call. Next we're going to address a small *call to action* for the prospect.]

You: Debbie, I emailed you a brief overview of the hazard of ants being in your home, aside from their nuisance of course and the loss of your time and money. Did you get a chance to read it yet?

Prospect: Yes I did. It was easy to read, and it only took me just a few minutes to review.

You: I'm glad you had a chance to review it. What did you think about the short article?

Prospect: I was amazed to learn that some ants can cause structural damage to our house, and that some can bite. Ew!

[We just did a call to action where we had Debbie, the prospect, review some material. We *prompted* her to do something. We sent material to get her to review it, which was actually pre-selling our services, by explaining other reasons why she'd need the services of our pest control company.

Why did we do it? Giving the prospect a 'homework assignment' or a 'call to action' tells us how serious this prospect is to get some results and to get their problem solved. It continues to create a win-win situation. It's also helpful if you are getting a huge influx of prospects that you may have to prioritize your prospect (the most qualified and ready-to-buy goes first). A win-win situation means they are willing to do a little bit, and you're willing to do a little bit-always keeping in mind though that you are going to "give" first. Your homework assignment can also further educate them and encourage them to make a purchase.

That 'homework' can be really easy to do and take just 3 to 5 minutes and provide more useful information before your consultation. Next, in this consultation, I'm going to talk about matching the problem with a solution, and address some of the benefits.]

You: Debbie, the article explains that there are at least a dozen different types of ants, and they can really be a nuisance as you've discovered. The article also explains that there are products on the market that are completely safe for use within your household and outdoors, even if you have pets or small children. Do you have any pets or small children Debbie?

Prospect: Yes, I have 2 children, a 5-year-old and a 10-year- old, plus I have a cat that's indoor, and I have 2 dogs that are outdoor and indoor. Is your product going to be safe with them around?

You: Debbie that's a very good question, and I'm glad you asked that. We use a product that once it dries, it's non toxic and it has no residue, no odor, and it's non aerosol. We suggest that you leave your home for about 90 minutes after we spray to give the product time to dry completely.

Prospect: Oh OK. So you're saying I have to leave my home for 90 minutes?

You: Yes. Does that present a problem for you Debbie?

Prospect: Yes, because I have my mom who's quite elderly living with us and it's difficult to get her to leave the house.

You: OK Debbie. We have an alternative solution for you then. Of course we want to do everything that's most convenient for you. So here's what I'm going to suggest we do. We spray the solution outside of your home only. Let's try that first and see if we can rid the ant problem. It's also going to work for getting rid of the tomato worms too. That way you just have to limit your pets and small children in the backyard for about an hour.

Remember, the product's completely safe once it's dry.

[All telephone consultations are going to be different. You may have a situation with one prospect that may be different with someone else. There is no exact order of this consultative selling process. A prospect could ask what the price is

first before you even start your call. Don't let that get you unnerved in any way. Just address it as it comes up. But remember that what's almost always first is the opening statement, and what's almost always last is the closing sale.]

You: Debbie, I bet you'd feel much more comfortable knowing that we guarantee our work, wouldn't you?

Prospect: Well yes, that would make my decision easier.

You: We promise to return to your home to re-spray your yard at no additional charge if you have a recurrence of ants within the first 90 days. Does that sound fair to you?

Prospect: Well yes, that's more than generous.

You: Good. It's our goal to make you happy with our services on that very first call. Quite honestly Debbie, we want your repeat business. Your business means a lot to us, and we want to show our appreciation. Debbie, we've serviced your entire community over the last 20 years, and we pride ourselves on outstanding customer service. There are several neighbors in your area that have been using us for more than 5 years. In fact, if you go to our website at PestControl.com you'll see numerous testimonials from your own neighbors. Does that help you feel more comfortable about determining if we're the right company for you?

Prospect: Wow, yes it does! Honestly I just picked your name out of a phone book in the yellow pages. I did see that you had some big name clients on your ad page, and that was one of the reasons I called you.

You: Good Debbie. We know that hearing what others say and do can be very important to you. Debbie, one of the things that allow us to stand out from our competition is that we offer a discount of 50 dollars off your next visit, if you refer us to any of your friends or neighbors. What makes us unique is that you qualify for a discount if you use our service on a monthly basis, and pay in advance for 3 months. That actually takes 20 percent off your total order. Does that help you to know that we provide these little extras to make your life easier?

Prospect: Well yes it does. I love getting a good deal.

You: We want to make our customers happy from the very start. Debbie, I'd like to explain our price structure with you. I know that you want to get rid of those ants,

and also end the tomato worms that are eating your tomatoes, and getting into your rose bushes.

Prospect: Oh yes. How much is this going to cost me to have this done?

You: We have 3 options Debbie. One is a monthly service for \$37. The second option is a bi-monthly for \$65, and the other is a quarterly for \$85.

Prospect: Hmmm... well what if I just do this service once?

You: Well that's certainly an option. The one-time fee is 99 dollars. However to keep the ants and the tomato worms under control, we'd recommend the very least you do is the quarterly spraying. The other option is if you have pets, fleas and ticks can be a big problem and then we need to spray monthly to keep those under control.

Prospect: Hmmm.

You: We do have a special that's going on right now Debbie. If you go to our website at Pest Control.com you can, for a very limited time, receive half off your first service if you sign up for the monthly service system. And this ensures that you keep your home safe from ants, roaches, fleas, and ticks. I think it's a real small sacrifice when you want peace of mind. Isn't it Debbie?

Prospect: Well yes, that does make sense.

You: Debbie, I know you want to get rid of this ant problem right away before they invade your food and pantry again. So tell me, of the 3 options for getting your home sprayed and ridding yourself of these pests, which option entices you the most to get started - the monthly, bi-monthly, or quarterly?

[Noticed, you just asked for the sale! Very comfortably, in fact! Good job!]

Prospect: Well at first I just wanted you to do the spraying once, but now that I've talked to you I can see that the first option makes the most sense. But am I locked into a written contract with your company where I'm committed indefinitely?
[objection that needs to be addressed]

You: That's a very reasonable question Debbie. We don't have any contracts. You can quit using our services at any time.

Prospect: Oh that makes me feel better. But what if I'm not home on the day that you come out to spray and my dogs are outside?

You: Another good question. We call the day before our scheduled time to double check your calendar, and reschedule our visit necessary.

Prospect: Oh, I have one more question. I hope you don't mind or think I'm too picky.

You: Not at all Debbie. We truly want to be able to provide a solution for you. What's your question?

Prospect: Well I don't like using credit cards. I pay everything by cash or check. Does that still work?

You: Yes! We can actually collect payment at the time of our services, or you can mail your check into our office. Now I'm sure you don't want the epidemic to start at your house again. We can be at your home to spray as early as tomorrow morning at 9 o'clock a.m. Does this time work for you for us to arrive at that time?

[Asking for the sale again!]

PROSPECT: Oh well, yes it does.

You: Good! Let's get you on our appointment calendar so we can get the technician to your home.

[Congratulations! You've just made a sale!]

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