TELEPHONE SALES SCRIPT

1) OVERVIEW

The potential customer is asking us for a proposal. This script is focused on the first contact that a customer has made with us. Always understand that our primary goals are trust and likeability. We want to build trust with our prospective customers and have them "fall in like" with us. Think about being and doing:

- Likeable and friendly
- Pleasant
- Professional
- Good listener
- Ask great questions
- Caring
- Passionate
- Empathize (e.g., feel, felt, and found)
- Practice focused-gab

2) TRANSACTIONAL PHASE: GETTING TO THE BASICS

a) Script: "I know these questions are pretty basic but they will help me better understand your needs and learn about the project so please bear with me here ok?"
b) Script: How did you find out about us?"
c) Script: "So let's talk about your project ..."
  - Name of Job _____
  - Location of Job _____
  - Approximate size of landscape in sq ft or acres _____
  - Are there current specifications, site map? _____
  - What is the market type of this job? apartments, condos, homes, retail: _____
  - How old is the landscape? _____
  - Tell me about the job history, what have been some of the issues?
d) Script: "What are the most pressing current issues?"
  - This is really important to determine their level of motivation and sources of their pain. Try to learn what their "Pain Points" are.
e) Script: "If you were to prioritize these concerns what order would you put them in?"
f) Script: "Share with me a little bit about the current level of service."

3) LEARN ABOUT THE COMPETITION

a) Script: "Who is the current service provider?"
b) Script: "How long have they been on the site?"
c) Script: "What is your current level of satisfaction 1-5?"
d) Script: "How many landscapers service providers have you had in the last 5 years?"
e) Script: "Who else will be looking at the property?"
f) Script: "How and why were these companies selected?"

4) LEARN ABOUT THE CUSTOMER

a) Script: "What are your top 3 landscape concerns?"
b) Script: "What the top 3 things that you want to see change?"

c) Script: "What is the reason for change, and when?"
d) Script: "Is this a body count or performance based agreement?"
e) Script: "Do you/they have a budget? We have a minimum of a $1,000 per month."
f) Script: "What are the boards' likes and dislikes? Do they have a landscape committee?"
g) Script: "Is there a job walk with the committee?"
h) Script: "Do they have any special projects in the near future?"
i) Script: "Are they planning for any improvements?"

5) THE PROPOSAL / PRESENTATION
a) Script: "When do you need the proposal by?"
b) Script: "Can we meet with the owner, the committee, the -------- , the ----------?"
c) Script: "Who will attend and what are their roles?"

6) DETERMINE DECISION MAKING PROCESS
a) Script: "What is the decision process or how will the decision be made?"
b) Script: "What is the decision making process?"
c) Script: "When will they be making a decisions/board meeting?"
d) Script: "Who will make the decision?"
e) Script: "How is the board, quick to make decisions?"
f) Script: "Are they new or are they incumbents?"
g) Script: "Tell me a little about the board members."

7) THE PITCH
a) Script: "Can we come introduce our company at the board meeting?"
   • One-minute pitch of our company.
   • Name several other jobs with similar pain that we have solved.
b) Script: "What is the budget?"
c) Script: "How much time do you spend, is there a monthly walk with the board or just you?"
d) Script: "What new performance level do they want to see?"
e) Script: "Who else is looking at the job?"
f) Script: "Is there a job walk?"

8) PERSONAL INFO
a) Script: "Who do you use for your landscape services, tree services?"
b) Script: "Who do you like?"
c) Script: "What makes them so good?"
d) Script: "How long have you been with the company, who is your boss?"
   • Likes/Dislikes
   • Basic profile info if possible and comfortable; take notes on the smallest items.

9) SUMMARIZE
This will show how well we listened. Summarize what we talked about on the phone and follow up by email.
a) Script: "Can we get in to meet with you?"
b) Script: "Can we provide a lunch and learn: here are some popular topics _____, _____, _____ that other property managers have enjoyed."
c) Script: "Is there a time urgency issue?"
d) Script: "Change before summer is good thing!"