Home Improvement Cold Calling Script Template

The Phone Approach

Your first contact with the prospect or client is the beginning of the sales cycle. The purpose of the phone approach is to get the appointment, not to complete a sale of your services. This is important to keep in mind as you take a gentler approach at the outset. Too much information on the front end can cause a potential customer to feel pressure. This is not what you want. Instead of hurry or urgency, you want to project a sense of convenience.

Initial phone approach to set an **in-person meeting**	Initial phone approach to set a **follow up phone call** after the discovery/qualifying call
"Hello, this is __(NAME)__ with __(COMPANY NAME)__. Is this __(LEAD NAME)__? *I'm getting back to you about your request for info on our __(ROOFING/PLUMBING/HOME IMPROVEMENT/ETC.)__ services. I'm actually going to be in your neighborhood __(TOMORROW/ OTHER DATE)__ and can provide you with a free evaluation. It will only take about 15 minutes of your time and there's no cost or obligation to you. Would you have some time on __(DATE)__ at __(TIME)__ or __(ALTERNATIVE TIME)__?"*	*"I'm getting back to you about your request for info on our __(ROOFING/PLUMBING/HOME IMPROVEMENT/ETC.)__ services. I'd love to introduce myself and my company and learn about your project. Would you have some time on __(DATE)__ at , say, __(TIME)__ or __(ALTERNATIVE TIME)__?"*

Objections to the Appointment

Respond strategically to objections to maximize your chances of getting a follow up meeting/appointment scheduled or achieving a first-call-close deal. Follow one of the scripts below.

Prospect: *"You need to see/talk to someone else."*

How to respond to an objection when trying to set an in-person meeting or follow-up call

"Great! I'll be glad to meet with/talk to whomever you recommend. (No Pause)

As I mentioned, I'll be in your area on __(DATE)__ . I'd really like to stop by and understand what you need. Do they have time available on __(DATE)__ at __(TIME)__ or __(ALTERNATIVE TIME)__ ?"

OR, IF OBJECTION PERSISTS:

No problem. I'd be happy to talk to them when they have time available. If I could just ask you just a few general questions about your home and project, that will help me prepare. (No Pause)

(Proceed with qualifying questions)"

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Improve conversion rates, reduce onboarding time, and keep conversations in compliance with regulations by guiding your call center agents with customized sales scripts that adapt to the flow of each conversation and update in real time with your CRM.

Schedule a demo

Prospect: *"Tell me about it on the phone now."*

How to respond to an objection when trying to set an in-person meeting or follow-up call

"Sure, I'd be glad to __(PROSPECT'S NAME)__ . At __(COMPANY NAME)__ we offer/specialize in __(HOME IMPROVEMENT SERVICE OFFERINGS)__ . We've worked on countless __(SERVICE TYPE)__ projects, including many I'm sure are similar to yours.

That being said, every home and project is unique. So, to give you the maximum insight, a FREE in-person evaluation will be the most effective way to move forward. As I mentioned, I'll be in your area on __(DATE)__ . Do you have time available at __(TIME)__ or __(ALTERNATIVE TIME)__ ?"

OR, IF OBJECTION PERSISTS:

"No problem. Then, if I could have only a few more minutes of your time, I'd like to ask you some general questions about your home and your project needs and we can get the ball rolling. (No Pause)

(Proceed with qualifying questions)"

Prospect: *"Send me the information."*

How to respond to an objection when trying set an in-person meeting	**How to respond to an objection when trying set a follow up call**
" __(PROSPECT'S NAME)__ , great, I'd be happy to do that. However, the material we have won't be personalized to your particular project. If I could come by for a quick 15-minute evaluation, I can gather the information I need to give you an estimate, with no cost or obligation to you. *As I mentioned, I'll be in your area on __(DATE)__ . Do you have time available at __(TIME)__ or __(ALTERNATIVE TIME)__ ?"*	*" __(PROSPECT'S NAME)__ , great, I'd be happy to do that. However, the material we have won't be personalized to your particular project. With a quick 15-minute follow-up, we can gather the information required to give you an estimate, with no cost or obligation to you.* *Are you available on __(DATE)__ ? Would you have some time at __(TIME)__ or __(ALTERNATIVE TIME)__ ?"*

Prospect: *"Too busy, vacations, etc."*

| How to respond to an objection when trying set an **in-person meeting**	How to respond to an objection when trying set a **follow up call**
"Okay, __(PROSPECT'S NAME)__. I can certainly understand that! I'll also be in your area on __(DATE)__. Could we go ahead and pencil something in for then?	*"Okay, __(PROSPECT'S NAME)__. I can certainly understand that! I would still love to learn more about your project and talk about how we can help. May I call you back on __(DATE)__ around __(TIME)__ or __(ALTERNATIVE TIME)__?"*

Prospect: *"I am not interested."*

How to respond to an objection when trying to set an in-person meeting or follow-up call

"__(PROSPECT'S NAME)__, I have it down here that you requested more information on our services __(ON OUR WEBSITE, ETC.)__ on __(DATE)__. May I ask what's changed about your __(PROJECT TYPE: REMODELING, PLUMBING, ETC.)__ project since then?

Use this moment to understand whether your prospect is still in the market for services. If their objection is due to, say, having received a quote from another business, you may reply:

"I understand that, __(PROSPECT'S NAME)__. However, over the many years that we've worked on similar projects in your area, we've found that we're able to provide highly competitive quotes and superior services. As I mentioned, I'll be __(IN YOUR AREA/ABLE TO CALL BACK)__ on __(DATE)__. In just 15 minutes, we can get the information we need and see if we can't complete your project at a lower cost.

CONVOSO
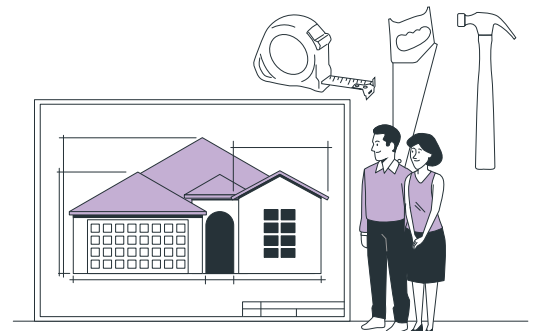
Gatekeepers

Salesperson: | *"Hello, may I speak with __(PROSPECT'S NAME)__?"*

Gatekeeper: | *"May I tell him who is calling and what it's regarding?"*

Salesperson: | (Now, you give a planned response, well thought out beforehand.)

"It's __(NAME)__ from __(COMPANY NAME)__, is he/she in?"

(Now, you're back in control because you're asking the question. A lot of gatekeepers will put you through. Most people say too much and talk themselves out of getting through. The less said the better.)

So, you get a great gatekeeper and she/he answers: | *"He is in but what's it about?"*

Salesperson: | *"__(COMPANY NAME)__ is _____. We are a _____. May I speak to him/her?"*

(Again, it's brief, tells very little and puts me back in control.)

Now, she/he says: | *"I'll see if he'll/she'll take your call"* and she/he comes back on the phone and says *"He's/she's not interested."*

Salesperson: | *"Fine, thank you very much."*

(Then hang up and call someone else. No, you can't win everyone. But note that every "No" is a part of a "Yes", and the more no's you get, the more yeses you will also get.)

However, if the gatekeeper says:	"__(PROSPECT'S NAME)__ isn't in or he's/she's in a meeting."
Salesperson:	(The gatekeeper becomes your ally.)
	"When do you expect him/her back?"
	Whatever the gatekeeper says, the next question is: *"Are you his/her respondent?"*
Gatekeeper:	*"Yes."*
Salesperson:	*"What's your name?"*
Gatekeeper:	*"My name is __(NAME OF RESPONDENT)__."*
Salesperson:	(It's important that you make sure you write that down for the future!)
	"Do you keep his calendar?"
Gatekeeper:	*"No."*
Salesperson:	*"When should I call him/her back?"*
Gatekeeper:	*"I don't know, he/she comes and goes."*
Salesperson:	*"Does he/she come in early or stay late?"* or *"Does he/she go to lunch early or late?"*
Gatekeeper:	*"He's/she's here around __(APPROXIMATE TIME OF DAY)__ every day."*
Salesperson:	*"Alright, thank you __(NAME OF RESPONDENT)__. I'll try back later."*
	(Now, you know when to call and his respondent's name. You have now moved closer to a yes.)

CONVOSO

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Voicemail

Leave a brief message the first time and don't ask them to call you back unless they know you or have requested information from your company. You shouldn't expect them to call you back.

If they did, you'd probably be busy and just frustrate them. After you've called a few more times over a week or so leave a second message. "It's _____ still trying to catch you. I'll call back later."

If you use an autodialer, a Smart Voicemail Drop tool allows you to create strategic automated voicemail cadences, customized to each drop, saving time and increasing callbacks.

Voicemail is just another obstacle and the best answer is persistence and determination.

There are no tricks and no easy way to get decision-makers on the phone. However, know this: every salesperson faces the same obstacles. In response, there are two kinds of people, those who look for an excuse and those who find a way.