

**Booking a Sales Consultation**

Tom Wittman

Advocate for the Success of Contractors

HVACCoachingCorner.com

317-750-1607

**Booking a New System Appointment**

* Thank you for calling the (Company).
* My Name is \_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ how can I Help You?
	+ (Listen intently)

**I want a price for a new system**

* What’s going on? (Get them Talking)
* Tell me about that
* (Empathize) Sorry you’re having that experience.
* We can help.
* Just need some information then we can look at the schedule.

**Capture or Verify your**

**(Customers Information)**

* What is the best phone number to reach you?
* Are you the home Owner?
* First and Last name?
* Address?
* E Mail?
* How old is your system?
* How did you hear about us?

**Three Things make up the Price**

**Three things make up the price:**

**1. The Size of your new system**

* **Efficiency**
* **Safety**
* **Comfort**

**2. Any additional work necessary for**

* **Code Compliance**
* **Proper Operation**
* **Safety**

**3. What features make sense for you.**

**Most of the time systems range from ($95 - $185) per month**

**On Site Home Analysis (Agenda)**

**I have (Comfort Advisor) available at**

**(Offer a few times and dates). Our customers really like (Name), (She/he) will do a great job for you.**

**(CA) will making sure the system is sized correctly, verify its Code Compliant then, help you design your new system.**

**This will take about 60 to 90 minutes.**

**On Site Agenda**

* **Earlier, we reviewed a few dates and times. What works Best?**
* **Will anyone else interested in the system and price be joining us?**
* **I’ll send you some information in preparation for the visit. Would you prefer text or email?**
* **Is there anything else I can help you with while I have you on the phone?**

**Closing the Appointment and next steps**

* **(Comfort Advisor) will be reaching out to you soon by (text – e mail – phone).**
* **Thank you for calling. My name is ---------. If you have any questions or concerns, feel free to call me anytime. I’ll forward you my contact information with the (text or email)**
* **(If they say “Thank You, Reply “My Pleasure”.**

**How much is a new system?**

**The price depends upon three things:**

* **The size you home needs**
* **The system features you want**
* **And Additional work necessary for safe operation - Code standards and performance.**

**Once we finish the evaluation, they will review all options until you are comfortable with the price.**

**Most of the time the price ranges from $95.00 to $185.00 Per month**

**Just give me some sort of a ballpark price!**

**I can help you with that; …**

* **If I can have your address, I will perform a virtual analysis of your home to determine what size of system you will likely need.**
* **Then we could connect to review the different system features available**
* **Once you have an idea of what you want, we can build a few systems together until we find one that makes sense.**

**It will take me about 45 minutes to spec out everything we need to establish some price points.**

**The monthly payments usually average $95 - $180 per month depending on the size your home needs, code compliance and the type of system you want.**

**What measures can you take to reduce stress?**

* Don’t Worry about things you have no control of
* Set Goals
* Finish Unfinished Business
* Resolve Conflicts
* Take Care of yourself
* MINDSET

Irate Customers

* Never Blame the Customer
* Avoid Criticizing
* Maintain Self Control
* Put them in Control of the situation
* Follow Through