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The Three Acts of Telephone Call

First Name Surname Act 1: Greeting Act 2: Opening Good AM/PM - [Companyname] -[Myname] speaking - How can I help? Phone Call "Can you tell me about the PROBLEM?" Is this the first time you've called \square have you called before? "What are you hoping to EXPERIENCE by solving the problem?" Lead's Name _ С PAST (PMI FUTURE (FME) "ls Telephone No. _ there "Is there anything coming up anything you've in the near future experienced recently that's that's motivating you How did you hear About Us? prompted you to call to call us NOW?" us NOW?" (Probe) (Probe) Advertisement **Press Mention** Friend + Family "Have you sought PROFESSIONAL HELP for this in the past?" Internet **Professional Referal** "What prompted you to call OUR COMPANY?" 6 "What (else) is important to you when choosing a professional to help you solve this?" I'm ... and I'm the... here. Are you interested in some: "Is there ANYONE ELSE involved in solving this problem with you?" 8 **General Information** "Considering (the FME), WHEN would be the right time for you to solve the problem?" or 9 Did you want to book an Appointment "WHEN would you like to take the FIRST STEP towards solving the problem?" 10 Is it OK if I ask you a few questions to get to know you better? "Given the information Conversion you've provided me... here's what I recommend. LIVESEYSOLAR www.liveseysolar.com +44 (0)207 407 4452

Act 3: Closing

of Appointment / /	
e of Appointment	
Objections	
Overcome?	
of Follow Up/ /	
e of Follow Up	
mise to call you on _ (date) at (time).	
tional Points	
Call Outcome: Success	
mise to call you on _ (date) at (time). tional Points	