

ATTENTION: HVAC, PLUMBING &
APPLIANCE REPAIR OWNERS

SIMPLE PHONE SCRIPT SYSTEM

THE MOST UNSEXY WAY TO
DOUBLE YOUR SERVICE BUSINESS
IN THE NEXT 90 DAYS

JUSTIN ECKRICH

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INTRODUCTION

If you've been on Facebook lately (aside from the politics) you've probably been bombarded with dozens, dare I say hundreds, of ads trying to sell you some kind of marketing for your appliance repair business.

Whether those programs work or not is a debate for another day. My bigger concern, as a seasoned entrepreneur, and someone who has grown my own business to multiple millions of dollars, is whether you really need more marketing.

More marketing essentially means more leads.

Before we get started, let me ask you a few really stupid questions:

- How many leads does a loaf of bread cost?
- How many leads do you pay the bank each month for your mortgage?
- How many leads will it cost to put your daughter through college?

If you're like every other appliance repair company out there, you're probably desperately throwing money at the internet, doing everything you can to generate **MORE LEADS**.

You've got a fancy website. You hired an SEO Agency. You're posting regularly on Facebook and Twitter. You're running pay-per-click advertising campaigns. Plus, you're buying leads from Angie's List and Home Advisor.

And while there's nothing wrong with buying as many leads as possible, my question is, how many of those leads are actually turning into paying customers?

Be honest:

- Are you tracking how many leads become customers?
- Do you know what your lead to customer conversion rate is?
- How many leads are you wasting each month?
- Do you have a system to measure and improve this function of your business?

My point is, most appliance repair companies are so focused on getting more leads, they completely ignore the fact that this all part of a process that is turning those leads into customers.

Here's the heavy hitting question: What's the point of buying more leads if you're not converting them into dollars?

Wouldn't it make more sense to first figure out how to turn those leads into customers, rather than wasting your hard-earned money on leads that don't generate sales?

For the sake of illustration, let's pretend you're spending \$5,000/month on advertising.

In exchange for your \$5,000/month, you're getting 500 leads.

That's exactly \$10/lead.

But when you crunch the numbers, you discover only 1 out of 4 leads actually turns into a customer.

Investigating further, you discover your average revenue per customer is \$200.

So all things being equal, for every 4 leads, you generate \$200 in revenue.

And if you're happy with those numbers, you can keep buying leads for \$10 and flipping them for \$50 all day long.

But what would happen if you improved your lead-to-customer conversions from 1 out of 4, to 2 out of 4?

Why wouldn't you want that, right?

Watch this.

Instead of getting \$200 for every 4 leads, now you're getting \$400 every 4 leads. And instead of buying leads for \$10 and flipping them for \$50, now you're flipping them for \$100.

Pretty neat, huh?

You just doubled your revenue, from the same amount of leads.

By improving your lead-to-customer conversions, instead of \$25k/month, now you're bringing in \$50k/month, from the same number of leads and the same advertising budget.

So how'd we do it?

Well, that's exactly what this eBook is all about... a step by step blueprint for how to improve your lead to customer conversions.

And by the time you're done reading it, if you'll put what you learn into account, you can expect to see similar results in YOUR business.

7 RULES TO BOOK EVERY APPOINTMENT

After college, my first “real job” was door to door sales.

Each day, our goal was to “knock on 100 doors”. If we knocked on enough doors, we would talk to enough people. If we talked to enough people, we would eventually sell enough product. If we sold enough product, we would generate more profit.

It was simply a numbers game, and the more people we talked to, the more sales we got.

However, in the dizzying heat of the Texas summer, it wasn't as easy as it sounds. After days spent sweat drenched, and mouth parched and frankly downright miserable, I quickly learned how to ration the doors.

I had a simple revelation: every door mattered.

Every smile, every handshake, every sales pitch and every close had infinite potential. It was “the little things,” they taught us, “that add up to make a big difference.”

Turns out, they were right.

Each day, as we mastered the sales techniques they taught us and put them to the test, our sales would improve.

But if we got lazy, cut corners, or neglected the little things, it was noticed. Our sales would suffer.

Determined to make every door matter, things began to click. The better I got at the little things, the less doors I had to knock. The less people I had to talk to. And the more money I made.

So what does this scenario of door to door selling have to do with your appliance repair business? And even more than that, how is it going to help your business succeed?

You see, long before the added income, before the rationed doors and before we could go out and successfully sell anything, we had to apply these critical rules to our day to day:

1. Learn The Rules

2. Memorize The Script

3. Work The System

In this first section, **7 Rules To Book Every Appointment**, we're going to learn 7 simple rules that will dramatically improve your salesmanship, help you close more appointments, make the most out of every lead, and improve your marketing ROI (return on investment).

So let's get started.

Rule #1 Create A Slippery Slope

Let's create another scenario.

We'll call this, Point A.

Your potential customer picks up their phone, types in "appliance repair" on google, clicks your ad, finds your website, and dials your number.

What kind of mood do you think this person is in? Well, an appliance that they rely on daily is broken and needs fixing. I would assume that they may be a little frustrated, even angry, perhaps.

They want their dishwasher fixed NOW, right?

I'd also assume they're a little skeptical, even a bit reluctant to do business with a complete stranger.

Moving onto your side of the equation.

We'll call this, Point B.

Your phone rings.

"Great day at Dan's Appliance, what kind of trouble are you having?"

At the very moment your phone rings, before you even say your first word, the "lead to appointment" process begins.

Your objective is to do a few different things.

First, you want to break through the layers of resistance and connect with them on an emotional level. Next, you need to overcome their objections, and leave them with absolutely no reason to say "no" to the service you are offering them.

Your end goal is to land a booked appointment and a happy customer..

So, looking at the bigger picture, how do you get them from Point A to Point B most effectively?

Zig Ziglar, Brian Tracy, Tony Robbins and countless other world class sales trainers, all teach a concept called "The Slippery Slope".

This concept is vital while moving your prospect from Point A to Point B, and I am going to explain exactly how you are going to do it.

1. **Engage** – Asking an open ended question is always the best, and easiest, way to engage a prospect because it puts you in the driver seat and allows you to lead the conversation. Also, asking an open ended question gets the prospect to open up. This exposes emotion and pain.
2. **Listen** – I know it seems simple, and maybe even obvious, but listening is by far the most powerful form of communication. It allows your prospect to vent, which creates a “good feeling” and a sense of reciprocity. Just by listening, and allowing them to vent, you've relieved stress and also added incredible value to their day.
3. **Pry** – I know this might seem a little bullish, but the best way to connect with someone emotionally is to connect with their problem or pain. Ask them where it hurts. Pry a little. Help them identify with their pain and accentuate it.
4. **Build Rapport** – By asking the right questions, with the right tone and right energy, you can quickly win a prospect's trust. Remember people do business with those they know, like and trust.
5. **Micro Commitments** – Instead of asking the prospect for the appointment immediately, build up to it with a series of smaller commitments. With each question they answer, they're making a micro commitment, and you're getting closer, and building momentum, toward “yes.”
6. **Stay On Course** – Be prepared, and know exactly what to do, when your prospect tries to veer off course. Always steer them back to the script. (Don't worry, we'll teach you how to do this in a later section.)

With all that being said, if you want to get your prospect from Point A to Point B, this is how you do it:

By following this simple formula, you've created a slippery slope! The moment you ask for an appointment, your prospect will have so much momentum behind them, it will be nearly impossible for them to say, “no.” Watch in amazement, as booking an appointment has never been so easy, or fun!

Rule #2 Always Ask Yes Questions

With the Slippery Slope in mind, asking "Yes Questions" or "Leading Questions" is a powerful and essential way to maintain control of the conversation, build momentum and steer your prospect toward your desired end.

Also, as you get your prospect into the habit of saying, "yes," it becomes harder and harder for them to say, "no."

Here are some examples of, "Yes Questions:"

- "What else can you tell me about your dishwasher?"
- "Would morning or afternoon be better for you?"
- "How does that sound?"
- "Will that work for you?"
- "Will that be cash or check?"

Conversely, you don't ever want to ask, "No Questions." These would be classified as questions that could potentially lead your conversation off track, break momentum, or give your prospect an opportunity to say, "No."

Remember, people love to buy, but they hate to be sold. With that being said, if you give them an opportunity to say "no," they'll take it every time.

Which leads us to Rule #3

Rule #3 Don't Give Them A Chance To Say No

In the same way, "Yes Questions," keep the conversation on track and moving toward the desired end, there are certain words, phrases, or questions that could lead the conversation away from the desired end goal, the appointment.

For example, if the prospect starts asking technical questions, trying to get a price quote right off the bat or comparing prices over the phone, don't allow their questions to result in a "profit-less" conversation. No matter what their question is, always find a way to defer back to, "Sir, all our technicians are in the field, but we'd be happy to stop by and take a look at it. Would morning or afternoon be better?"

Alternatively, you could say, "Ma'am, I really wish I could give you a quote right this minute, but without seeing it first, I believe that we would be doing you a huge disservice. I'd be happy to get one of our technicians out there as soon as possible. What works better for you, morning or afternoon?"

Another successful way to answer them would be, "Sir, I'd hate to give you a quote over the phone and then find out we're dealing with a bigger issue when I get there. I certainly don't want to mislead you. It would be nothing to diagnose the problem quickly and give you a real quote when I get there. Do mornings or afternoons work best for you?"

And whatever you do, don't fall into the trap of trying to sell your services over the phone. The moment you start explaining or defending yourself, you lose control of the conversation and the sale, every single time.

In addition, another great example of what NOT to say would be: "We have an opening tomorrow between 10 and 2."

While that initially sounds fine, you have just given them the perfect opportunity to say, "No."

What if they're not available between 10 and 2? What if they have a hectic morning that morning and would much rather have something in the late afternoon to accommodate their schedule? Because you have suggested the morning/early afternoon, in their mind they have already decided that they would rather do business with someone else who will better accommodate them.

The solution is all in saying, "Would morning or afternoon be better?". Then you can narrow down a time and let them feel some form of control in scheduling the appointment.

Rule #4 K.I.S.S. Principle

Some people call it, Keep It Short & Simple. Others say, Keep It Stupid Simple. And some say, Keep It Simple, Stupid.

Nevertheless, the core message is the same: Keep it simple.

The reason the prospect called you is because your website, or advertising, has already sold them. At this point, your job is to simply book the appointment.

Remember, stick to the script, don't try to sell, don't get chatty. Your job is not to educate them, your job is to schedule the appointment.

The less you talk, the better.

And if you're doing it right, booking an appointment should take no longer than 90 seconds to 2 minutes, max.

Rule #5 Don't Ever, Ever Give A Quote Over The Phone

I know every company is different, but this should go without saying. If you're giving free quotes over the phone, you might as well be flushing your leads down the toilet.

If your reasoning for doing so is that you're afraid they won't book with you, giving them a free quote isn't going to change their mind. In fact, giving them a free quote actually triggers them to shop around to find the best deal.

Giving a free quote over the phone not only does your prospect a huge disservice, but also creates the perfect opportunity for them to go down the street to get ravaged by your competition.

Instead of turning your customers away, you could say something like, "Ma'am, I know price is important to you, and every dollar counts, but if anyone gives you a quote over the phone, I would run.

There's really no way for us to know exactly what the problem is without putting our hands on it. Plus, your service fee is FREE with repair."

By giving them a quote over the phone, you commoditize your services, you lose rank in the mind of your prospect, you come across as desperate, and you feed into the price game, which is a game you'll never win.

So whatever you do, don't ever, ever give a free quote over the phone.

Rule #6 Always Assume The Sale

Whether it's fear of rejection, fear of failure, or a natural tendency to protect yourself, asking a stranger to buy your product can be a very uncomfortable experience.

"Assuming the sale," is exactly the opposite.

It's a very deliberate posture, regardless of the outcome, that says, "I'm booking every call that comes in today."

When you assume the sale, your attitude, language, and behavior align themselves, and reinforce the desired outcome of closing the sale.

Instead of asking for permission, you take the initiative.

Rather than planning for rejection, you plan for success.

Instead of expecting failure, you expect to win.

By assuming that you've already landed the sale, you have the end in mind. This ensures that every question, every sentence and every word you speak is working toward that desired outcome.

Instead of wondering, guessing or concerning yourself with whether the prospect wants to do business with you or not, assume they called to book the appointment.

When you assume the sale, think yes. Assume yes.

Treat every call, every lead, every opportunity as a "yes", before you even ask the question.

Your energy speaks yes. Your language speaks yes. Your confidence speaks yes.

This change of attitude and perspective is going to attract your potential customer.

Why wouldn't they want to do business with you?

Remember, they're not calling to shop around. They're not calling to educate themselves. They're not calling just in case their refrigerator breaks down some day.

If they didn't need your services they wouldn't have picked up the phone and called.

Assume the sale. Always.

Rule #7 Always Save The Service Fee For Last

If we have to mention the service fee, why not book the appointment first?

"But how do you book the appointment without mentioning the service fee," you might be asking?

In the next section, *5 Magic Questions To Book Every Appointment*, that's exactly what you'll learn.

But for now, you have to trust me. Don't talk about price until after you book the appointment.

If you create a Slippery Slope, ask only "Yes Questions," don't give them a chance to say "no," keep it simple, never give them a quote over the phone and always assume the sale, you'll have extreme momentum. By the time you get to the service fee, it will be nearly impossible for the prospect to say, "no."

Here's how you do it.

Immediately after you book the appointment and land the "yes", you say: "Oh by the way, Mrs. Jones, I almost forgot, your \$69 service fee is waived with the repair. We'll call you when we're on our way. See you tomorrow between 2 and 4".

**5 MAGIC
QUESTIONS
TO BOOK EVERY
APPOINTMENT**

“So why '5 Magic Questions,' and not 4, or 6, or 9?”

Great question! When we first created this system for one of our clients, our main goal was to create a simple, beginner friendly, easy to implement program that could help them convert more leads into appointments.

They were paying us a lot of money each month, and we were sending them a TON of leads, but there was still a disconnect. They were having a difficult time converting those leads into appointments.

After listening to hundreds of my client's calls and analyzing their sales process, it finally dawned on me.

It was not the quality of the leads, but the quality of their sales message that was causing the leakage. Next, we created a solution to help plug the holes in their marketing funnel.

So as we boiled down the process, and cut away the fat, we ended up with 5 simple questions to solve our problem.

By asking these 5 simple questions, in this specific order, we noticed an immediate and dramatic improvement to their lead to appointment conversions.

Not only were our clients converting more leads into appointments, but they were less stressed and making more money than ever before. Sounds like a win-win, right?

Well, here's the best part. You can too!

Here's our big promise. By the time you finish reading this ebook, if you will implement the lessons you learn, follow the steps exactly as we lay them out, and commit to this system, you will notice an immediate and lasting impact on your bottom line.

Magic Question #1 "What kind of trouble are you having?"

"Great day at Dan's Appliance, what kind of trouble are you having?"

Always ask this EXACT question, first.

Don't try to change it.

Don't get creative.

Don't try to reinvent the wheel.

"Great day at Dan's Appliance, what kind of trouble are you having?" is exactly how you should answer the phone every single time.

By asking an open ended question first, especially one anchored in pain, you open the door to let them vent.

Remember, a broken appliance can send your customer's entire world into a tailspin.

They're upset, they're emotional, and they need to get it off their chest.

So let them.

By asking this exact question, not only does it trigger a strong emotional reaction, but it gives them a much needed outlet.

And by opening up and sharing this burden with you, no longer are you viewed as a stranger, or a salesman.

Without even realizing it, you've just positioned yourself as a trusted confidant.

Plus, you gain the information you need to properly schedule the appointment that leads to an increase in sales.

Magic Question #2 “Can you be more specific, how long has your dishwasher been leaking?”

After they've opened up and revealed their pain, you want to “rub a little salt in it,” so to speak. Not in a mean spirited way, but with the desired end of motivating them to take action.

This is called the Agitator Question.

“How bad is it leaking?”

“Does it leak every time you run it?”

“When did you first notice your dishwasher leaking?”

I know, these seem simple. But what you'll soon notice is that by agitating the pain that your customer is already feeling, you accomplish many things.

Let's get into the details.

First, you shift their focus away from the price. This takes their mind away from the pressure of the buying decision, draws the attention away from you, and ultimately back to why they called you in the first place: to find a solution to their pain.

Remember, people make buying decisions based on emotion, not logic. And when you pry and poke on their soft spot, you can be sure an emotional reaction will follow.

“Did you notice any other problems before it started leaking?”

Magic Question #3 "Ma'am, can I get your name please?"

While it's a very simple question on the surface, giving you their name is a huge step toward, "Yes."

However, the timing is absolutely critical with this question, so DO NOT get ahead of yourself.

If you ask their name too soon, you'll sound like a salesman, which is exactly what you don't want.

Only after you've exposed their pain, gained their trust and rubbed a little salt in it, have you earned the right to ask their name.

Giving you their name is another significant sign of trust and on a very subconscious level they've just relinquished a certain level of control in the conversation.

On another important note, this is a great opportunity to make the conversation more personal. To engage in something that will leave a lasting impression on the customer that will keep them loyal to your company.

Remember, people do business with those they know, like and trust.

Ask for their name in Magic Question #3.

Magic Question #4 "Mrs. Jones, what's your address?"

Now that you know her name, use it.

And why not ask for her address while you're at it!?

This is a great example of how "Yes Questions," build momentum and get you closer to booking the appointment with micro commitments.

You're not asking for the appointment directly, but in order for you to schedule the appointment, you have to have her name and address.

It's a very "under the radar" strategy, but since she's already let you into her private world, vented her frustrations, and given you her name, of course she's going to give you her address.

Follow the process confidently, and she will follow.

That's what she's supposed to do when scheduling an appointment, right?

Magic Question #5 "Mrs. Jones, what works better, morning or afternoon? Would 10 or 12 be better?"

Don't ever tell them when your next available opening is.

And don't ever tell them you can service them today.

In each of those situations, you just gave them an opportunity to tell you, "no," because they may not be available at that time.

Instead, offer them two options: morning or afternoon. This way, they have no choice but to answer your question with a "yes."

By offering only one time slot, it creates a yes/no dynamic, giving them the option to say no.

But when you offer two time slots, their only option is to say, "yes."

And if they tell you, "morning," they might as well have just told you, "Go ahead and book the appointment."

Immediately after they answer, morning or evening, your very next question is exactly the same.

"Would 10 or 12 work better?"

Again, with a yes/yes question, they have no choice but to answer you affirmatively.

You're giving the customer control by offering choices, while still holding the ultimate control in the decision making process..

And that's it.

You just booked the appointment without being a salesman, without any high pressure sales tactics, and without them hanging up to shop around for price.

It doesn't get any easier than that.

WORK THE SYSTEM

As small business owners, we like to be in control. We love to be in control. If we're not in control, watch out, because it could get ugly!

We're possessive. We're perfectionists. We want to make sure everything is done "right."

And we have an extremely difficult time trusting others and letting go.

And while there's certainly a good reason for why we protect our investment this way, that same attitude and mindset can also keep us from reaching our full potential and experiencing the joy and freedom that owning a business can bring.

So how do we grow our business if we're trying to do ALL the work ourselves?

Remember the Michael Keaton movie back in the early 90's, "Multiplicity"?

And how he stumbled across a magic formula that allowed him to clone himself.

Before long he had a whole team of clones, cooking dinner, doing the dishes, picking up the kids, even spending time with his wife.

Although it was just a silly movie, there's a GREAT lesson to be learned...

What if we could clone ourselves?

What if we could duplicate our results?

What if we could multiply our efforts?

While the idea seems a bit far fetched, humor me for just a moment as you dream of what it would be like to have 3 clones of yourself.

Can you see yourself absolutely crushing it and being more productive than ever before?

Can you see yourself enjoying the weekends and spending more quality time with your family?

Can you see your bank account with some extra zeros at the end?

What a powerful picture that paints...but it doesn't have to be a fantasy.

That can be YOUR reality, if you follow along, and really catch what I'm about to show you.

Remember earlier when I described my experience in door to door sales, and how there were 3 critical parts to the equation:

1. Know The Rules
2. Memorize The Script
3. Work The System

Well, now that you know the rules and have memorized the script, it's time to work the system.

So what does "working the system" and "cloning yourself" have to do with your appliance repair business?

Before you can expect to multiply your results, grow your business, or breakthrough the current barriers holding you back, you have to learn how to "work ON your business, instead of IN your business."

That means instead of working for your business, your business works for YOU. Instead of working harder, you work smarter.

Instead of doing all the work yourself, you learn how to delegate and facilitate.

While you've probably heard this simple piece of advice before, and you could easily write it off as just another clever idea, creating systems in your business is **HOW** you "**clone**" **yourself**. This is how you grow your business and finally experience the freedom and passion you've been longing for.

Here's a simple 4 step formula I borrowed from New York Times Best Selling Author, Dave Lavinsky, for how to create systems in your business:

- 1. Identify your current business processes**
- 2. Develop your business systems**
- 3. Test and redesign your system**
- 4. Test run with the team**

[\(You can read the full article here.\)](#)

So how do you create a system for turning more leads into customers?

If you're feeling overwhelmed, or you don't know where to start, I've got some great news!

Not only have I created a fail-proof system for you already, but you're reading it right now.

That's right; the **5 Magic Questions To Convert More Leads Into Appointments**, isn't just an eBook, it's a system you can, and should, use in your business starting today.

When you train a new receptionist, use this system.

If you hire a new call center, use this system.

Any time you answer the phone, use this system.

As you build your business, expand your territory, or open new offices, use this system.

It's proven. It's easy to implement. It's easy to duplicate. And it's already documented and written down for you.

Now you can close more leads, get more customers, and crush your competition with an exact step by step formula, every time you answer the phone.

OVERCOMING OBJECTIONS & STAYING ON TRACK

Overcoming objections is a natural part of any sales process, because even with the 5 Magic Questions, things can get tricky. You'll still have customers that interrupt, disagree, or need more information. That's just the way people work.

When overcoming objections, it's important you do 3 main things.

#1 - Stay calm

#2 - Stay on track

#3 - Avoid answers that give them an opportunity to say, "no."

Here's a few common objections, and how to overcome them:

Q: "Yes, hi, I was wondering how much you would charge to fix my washer?"

A: "Sure, no problem ma'am, what kind of trouble are you having?"

Q: "Well, how much is it gonna cost me, first?"

A: "Because we can't diagnose it over the phone, we charge a \$69 service fee. But we'll waive the service fee with repair...what was that address again, Mrs. Jones? So we can fix your problem as quickly as possible."

Q: "Oh yeah, hi, is this [name of competitor]?"

A: "No Ma'am, but maybe you saw our ad online for \$25 OFF [name of competitor] appliances? What kind of appliance is causing you trouble today?"

Q: "Before I schedule the repair, I'd like to know if it's worth fixing or if I should just buy a new one?"

A: "Sir, I certainly don't want to mislead you, or give you a quote over the phone and then find out we're dealing with a bigger problem when I get there. But it wouldn't take any time at all to diagnose the problem and give you a real quote when I get there. Would mornings or afternoons be better?"

Q: "Can you just give me a rough idea of what it will cost me?"

A: "Ma'am, I really wish I could give you a quote, but without seeing it first, we would be doing you a huge disservice. In fact, if anyone gives you a quote over the phone I would run. But we'd be happy to get one of our technicians out there right away. What works better, morning or afternoon?"

NEXT STEPS

Now that you've got a proven, step by step formula, for turning more leads into appointments, the next obvious step is to GET MORE LEADS.

Remember, if your leads are now twice as valuable, that means you can afford to buy twice as many leads and your margins will just keep getting BIGGER.

So where do you get more leads? More high end, premium brand leads?

Well, I'm glad you asked, because we've taken care of that system too!

Not only have we figured out how to turn more leads into customers, but we've created a system for generating consistent, steady, premium brand leads for our clients.

In fact, with more than 850 successful campaigns nationwide, we're so confident in our system, we offer an unparalleled DOUBLE YOUR MONEY BACK Guarantee:
If you're not profitable in your first 30 days, we will double your money back. GUARANTEED.

If you're interested in securing the ARM System in your area, please contact us immediately. Availability is limited, as we can only partner with ONE appliance repair company per area.

To see if your area is still available, please email us or call now:

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Thanks again for your interest in Appliance Repair Marketing, and we look forward to speaking soon!

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