

Simple Phone Script System Cheat Sheet

5 Magic Questions to Book Every Appointment

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

Question #2: "Can you be more specific?"

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

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

Question #5: "Mrs. Jones, what works better? Morning or afternoon?"

7 Rules to Book Every Appointment

1. Create A Slippery Slope
2. Always Ask Yes Questions
3. Don't Give Them A Chance To Say No
4. K.I.S.S. Principle
5. Don't Ever, Ever Give A Quote Over The Phone
6. Always Assume The Sale
7. Always Save The Service Fee For Last