



# CSR SCRIPT

## POWERFUL GREETING

"It's a great day at Complete Home Comfort. This is (CSR name) speaking.  
How may I help you? How can I make you smile? How can I brighten your day?"

## ACTIVE LISTENING

## ASSURANCE/CARE

Wow, I know that is very frustrating. Great news is that you have called the right place!  
We take care of things like this all the time."

## GATHER CLIENT INFORMATION

"Who do I have the pleasure of speaking with?" "Nice to meet you! Do you mind spelling your name for me to ensure I everything correct?" "And is it okay to call you \_\_\_\_\_?" "Perfect. Have you used our services before? (If no) how did you hear about us?" (If Google, ask what they searched for. )

In case we get disconnected, and I need to call you back, what is the best number to reach you? Is this a cell phone or a home phone? In case we are unable to reach you at that number, what other number should we try? Who does this number belong to?"

"Thank you! May I have the address we will be visiting? Do you mind spelling it for me? Is this a residential or commercial property?" "Great! We are a paperless company, so all invoices and estimates will be sent to you via email. What email address would you like us to send that to? Do you mind verifying the spelling of that?"

## GATHER JOB INFORMATION

Would you mind sharing a little more with me about the reason for your call today? (If a demand service call) When did you first notice this? Do you happen to know the age of your system? Are you the property owner or are you renting? (if renting) May we have the information for the property owner? We will need to gain permission from them first before we can schedule service for the home/business. "Will there be any specific instructions for the technician to access the property, such as special parking or a gate code?"



## **BUILD VALUE**

To tell you a little about us and who you are working with, we have been in business now for nearly (xx) years, and if you search Complete Home Comfort, you would see that we have a 5-star review rating on Google with over 340 reviews! We do our best to ensure that you are treated as a part of our family and we are always happy to help!

## **SET THE APPOINTMENT**

“I have very exciting news! I can have a technician out to your home between \_\_\_ and \_\_\_ on \_\_\_.”

## **APPOINTMENT INFORMATION**

“Let me share with you what you can expect during your appointment. We will send a trained and qualified technician in a fully stocked and lettered van to assess everything and give you upfront pricing. With your approval, most work can be completed the same day. While the technician is at your home, he will be completing a thorough evaluation including an inspection of the entire HVAC system. Once the work is completed, we will verify that you are 100% satisfied and feel you have received 5 star service. We do collect payment once all services have been completed. We accept all major credit cards, cash, checks, and we also offer amazing finance plans with approved credit. For the technician to assess everything, we had a small service charge of only \$\_\_\_. I have you down between \_\_\_ and \_\_\_ on \_\_\_ with \_\_\_.”

## **WRAP UP**

“To ensure that everything goes smoothly during your appointment, let me confirm all of the information once more.”