

BUY-LIMBIC CANVASS SCRIPT

Step #1 WHY? (The whole premise of the **BUY-LIMBIC SYSTEM is **START WITH WHY**)**

ICE Breaker (Evaluate home for needs and ice breaker topics) (this is about interrupting the brain pattern. When a commercial comes on TV our first response is negative but if we see Tiger Woods, Kim Kardashian, or something funny we pause and listen)

Reference List

I just wanted to introduce you to your neighbors we've done work for...(show reference page or pictures on tablet)

We've helped them along with thousands of other homeowners for 18 years restore what Mother Nature has done to the Windows, siding, and roofing on your home,

Step #2 HOW?

The best thing we can do being a local company is help h/o's like you be the most knowledgeable and in the best position if you consider doing any of these projects in the future,

Step #3 WHAT?

We have representatives working around the clock to help you... I will have him stop by sometime and you can judge for yourself.....

Step #4 WHEN?

- By the way how long have you owned your home?
- How old is your roof?
- When you update your roof would you change the color or leave it the same?
- Do you work days or nights?
- Does your husband /wife work days or nights?
- What time do you both get home from work together?

STEP #5 WHO?

Okay. I'll put this on my schedule for tomorrow at _____ (Ex. 5:00).....now that's a _____ (Ex. Thursday) that's not a church night or anything like that is it?

Your last name is?

And this is _____ (Ex. 321)...am I still on _____? (Ex. Main street)

Ok, your home number phone is?

And in case something comes up what is your cell number?

Lastly, we always like to send an e-reminder what's the best email for you.

OK, would you do me a favor and make sure to mention this appointment to your husband /wife because I will be making a special trip to show it to the both of you. Look forward to seeing you both tomorrow at _____!