



Buy-Limbic Rehash Script For No Demos

Buy-Limbic Telemarketing: The practice of telemarketing to communicate with the limbic system in the brain. We don't need people to buy what have, we want people to buy what we believe in. To this end, we start with why we do what we do before we get to the what we are selling.

Greeting – Use a salutation and customer's last name.

Hello Mr. Jones Please! So glad I caught you, I had a note here to make sure I got back to you. My name is _____, I am the customer satisfaction representative here at _____.

Why?

My company is absolutely committed to providing the best customer experience. I wanted to take a couple minutes to ensure that you had a good experience with our visit to your home. Would you mind answering a couple of quick questions to help us improve our customer sanctification?

We had an appointment scheduled for _____ to give you an estimate on your replacing your _____.

- Was our representative on time?
- Was he/she polite and curious?
- Was he able to give you a price?

If so, find out what the price was and why they didn't buy. Then try to reset.

If not, find out why he didn't give a price. Then try to reset.