

BUYLIMBIC Re-hash Script

BUYLIMBIC TELEMARKETING – the practice of telemarketing using the limbic system in the brain. We don't need people to buy what have, we want people to buy what we believe in.....so we start with WHY we do what we do before we get to the WHAT we are selling.

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

- a. **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_____.**

2. Why?

- a. **My company is ABSOLUTELY obsessed with providing the best customer experience, I just wanted take a couple minutes to ensure that you had a great experience with your visit. Would you mind answering a couple of real quick questions to help us improve our customer sanctification?**
- b. **We had an appointment scheduled back in _____ to give you an estimate on your replacing your _____.**
 - 1) **Was our representative on time?**
 - 2) **Was he/she polite and curious?**
 - 3) **How many people did you get in touch with on photo sheet he presented you? (If none "what was the main reason you didn't call?")**
 - 4) **What did you think of the digital analysis?**
 - 5) **What did you like most about his/her computer presentation?**
 - 6) **What was the first price he/she gave you?**

7) Was there any other prices given?

8) Did he try to help by offering you monthly payments?

9) What was the main reason you didn't move forward that night/Day?

3. How?

a. I'm so glad you mentioned that, I'm looking through my reps notes and I see that you mention it was a little more than you wanted to spend. "Because we are totally obsessed with helping family in our community like yourself we have a special program that will save you a significant amount of money on this project.

4. What?

a. We have a Management team working around the clock to help youI will have one of my manager stop by explain how you can save.

5. When?

a. (reference their previous appt and use as a benchmark) I see our last appt was for a (weekday evening/Saturday morning).....I have an opening and will put you on my manager's schedule for.....