

## ***BUYLIMBIC CALL BACK 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 first name only with the customer, sound like they are expecting your call**
  - a. Hey John! So glad I caught you, I had a note here to make sure I got back to you.....**
- 2. Why?**
  - a. My company is ABSOLUTELY obsessed with providing the best customer service experience we can and we realized that we didn't get the opportunity to offer that to you...**
  - b. We had an appt scheduled back in \_\_\_\_\_ to give you an estimate on your replacing your \_\_\_\_\_.**
- 3. How?**
  - a. 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 possible IF you consider doing this project in the future.**
- 4. What?**
  - a. We have representatives working around the clock to help you.....we can stop by and you can judge for yourself**
- 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 tech's schedule for.....**