

## ***BUYLIMBIC Telemarketing 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.

### **Step #1**

**Greeting – assume the person saying hello on the other end IS the person you are talking to and begin with their name.**

**Mr/Mrs \_\_\_\_\_, hope you're having a great day!**

### **Step #2**

**Why?**

**First, let me thank you for your time and consideration  
My company is absolutely OBSESSED with providing the best customer service experience. We consider you like family!**

### **Step#3**

**How?**

**The best thing we can do being a local company is to help h/o's like you; be the most knowledgeable and in the best position possible when considering your next home project**

### **Step#4**

**What?**

**Our specialties are roofing, windows, and siding....I can have a tech come by and you can be the judge**

## **Step#5**

**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 #6**

**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 \_\_\_\_\_!**