

# **Four Ingredients of a Lead**

## **1) HOMEOWNER**

- First ingredient of a lead.
- Prospect must own the home in order for us to set a lead with them.
- People who do not own the home will not spend money on improvements.
- All home improvements must be approved by the homeowner.

## **2) PRODUCT POTENTIAL**

- Prospect must have some sort of future need, interest or desire in our gutter system.
- People without a future need, interest or desire will not invest time or money.

## **3) INCOME POTENTIAL**

- Prospects must have some sort of income.
- Includes people who are working or retired
- Retired people still have a source of income—IRAs, pension plans, investment income, etc.
- Does not include people who are unemployed, laid off or on strike, etc.

## **4) DEFINITE APPOINTMENT TIME AND COMMITMENT**

- Prospect must accept a definite time when both people will be home to talk to our representative
- Without this, we will potentially be wasting the representative's time.

# **Objections and Rebuttals**

*The definition of a rebuttal is to answer or overcome any objection given to the canvasser by the prospect.*

## **BUYLIMBIC REBUTTALS**

### **1. I AM NOT INTERESTED**

*O Really? **What** makes you say that?*

**They will give you one of the following objections**

### **2. I DON'T HAVE ANY MONEY TO EVEN CONSIDER DOING THIS?**

I completely understand what you're saying. In fact most of your neighbors that have made appointments with us said the same thing. What they saw is that the reason **WHY** we have created this service is specifically for people like you. **HOW** we do it is send a representative out who provides detailed information about your home and its needs. He will then leave a free no obligation estimate from a reliable company that is good for a full year. **WHAT** we want is for you to keep us in mind **when you hit the lottery:**) ....*All I need to know is do you work days or nights?*

### **3. I'LL GET AN ESTIMATE WHEN I'M READY TO DO THE WORK**

I completely understand what you're saying. In fact most of your neighbors that have made appointments with us said the same thing. What they saw is that the reason **WHY** we have created this service is specifically for people like you. **HOW** we do it is send a representative out who provides detailed information about your home and its needs. He will then leave a free no obligation estimate from a reliable company that is **good for a full year**. **WHAT** we want is for you to keep us in mind when you get your next electric bill/roof repair/honey do list:) ....*All I need to know is do you work days or nights?*

#### **4. WE HAVE OTHER PRIORITIES**

I completely understand what you're saying. In fact most of your neighbors that have made appointments with us said the same thing. What they saw is that the reason **WHY** we have created this service is specifically for people like you. **HOW** we do it is send a representative out who provides detailed information about your home and its needs. He will then leave a free no obligation estimate from a reliable company that is good for a full year. **WHAT** we want is for you to keep us in mind **when you hit the lottery:**) ....All I need to know is would tomorrow or (next day) be convenient for you and your wife/husband?

#### **5. I HAVE TO TALK TO MY WIFE/HUSBAND, SO WE'LL GIVE YOU A CALL.**

I completely understand what you're saying. In fact most of your neighbors that have made appointments with us said the same thing. What they saw is that the reason **WHY** we have created this service is specifically for people like you. **HOW** we do it is send a representative out who provides detailed information about your home and its needs. He will then leave a free no obligation estimate from a reliable company that is good for a full year. **WHAT** we want is for you to keep us in mind when you do talk to him because **I am sure the PRICE will be the #1 topic:**) ....*All I need to know is do you work days or nights?*

#### **6. I HAVE A FAMILY MEMBER IN THE BUSINESS.**

I completely understand what you're saying. In fact most of your neighbors that have made appointments with us said the same thing. What they saw is that the reason **WHY** we have created this service is specifically for people like you. **HOW** we do it is send a representative out who provides detailed information about your home and its needs. He will then leave a free no obligation estimate from a reliable company that is good for a full year. **WHAT** we want is for you to keep us in mind so you can see how **much better of a company we are:**) ....*All I need to know is do you work days or night?*

#### **7. ALREADY HAD AN ESTIMATE.**

I completely understand what you're saying. In fact most of your neighbors that have made appointments with us said the same thing. What they saw is that the reason **WHY** we have created this service is specifically for people like you.

**HOW** we do it is send a representative out who provides detailed information about your home and its needs. He will then leave a free no obligation estimate from a reliable company that is good for a full year. **WHAT** we want is for you to keep us in mind so you can see how **much better of a company we are:**) ....*All I need to know is do you work days or nights?*

**8. LEAVE THE ESTIMATE IN MY MAILBOX / I MAKE THE DECISIONS, MY WIFE/HUSBAND DOESN'T NEED TO BE HERE.**

I completely understand what you're saying. In fact most of your neighbors that have made appointments with us said the same thing. What they saw is that the reason **WHY** we have created this service is specifically for people like you **who have some interest**. **HOW** we do it is send a representative out who provides detailed information about your home and its needs. He will then leave a free no obligation estimate from a reliable company that is good for a full year. **WHAT** we want is for you to keep us in mind so you can understand whether or not its **worth looking any further into it:**) ....*All I need to know is do you work days or nights?*

**9. STILL NOT INTERESTED.**

**Hail Mary**

No problem here is a flyer in case you change your mind. Before I go I couldn't help but notice the issue you are having with X. This is really **WHY** this service can really help you. **HOW** we take of X is by replacing it with a new X....**WHAT** I will do is make note to specifically address that X issue....*All I need to know is do you work days or nights?*

**CLOSING PHRASES**

- The estimate is **free and good for a full year**, plus there's no obligation.
- We're going to be in the area anyway.
- The Better Business Bureau recommends to get at least 2-3 estimates for any home improvement.
- If and when:
  - o You have any problems
  - o It becomes a priority
  - o You get tired of constant maintenance and costly repairs
  - o You ever want to do the work



