



Eddie Patin

RENEGADE WRITING SERVICE

(719) 442-1993 office (719) 487-4710 cell

eddie@renegadewritingservice.com

RenegadeWritingService.com

Employee Training Script : *Greg Unseth Painting and Exteriors*

(Script for Canvass Marketers to use for marketing and collecting leads in the field)

Introduction

[Make sure an adult answers or comes to the door. If not, ask for one.]

“Are your parents home?” **NEVER use the word “homeowner” in the beginning!**

“Hi there. I’m (*your name*) with (**Hand over flyer.**) Greg Unseth Painting and Exteriors. We’ve been doing a lot of work in your neighborhood lately, and I’m just letting everyone know that our specialists will be passing through in the next few days doing free paint, window, and stucco estimates.”

[Determine whether to start with windows or paint. Prioritize windows.]

[If old paint:] (*Point to paint damage*)

“I see your paint is (*refer to ‘how to describe paint damage’ section*). You know, a good paint job is your home’s first line of defense against the elements. While we’re passing through, can we stop by and give you a free, no-obligation paint evaluation?”

(Put pen to paper and look down. Wait for them to speak.)

[Alternative paint:] (If it’s **too dark to see**, or if **no apparent bad paint / stucco**)

“A lot of the homes around here are getting to the point where their paint (and stucco) is getting pretty faded and discolored. You know, a good paint job is your home’s first line of defense against the elements. While we’re passing through, can we stop by and give you a free, no-obligation paint evaluation?” **(Put pen to paper and look down. Wait for them to speak.)**

[If aluminum/wood/old windows:] (*Point to the nearest old window*)

“I see you still have old aluminum/whatever windows on the front of your house there. You know, you’ll be losing a lot of money through those old things in the cold weather, and right now, the city and federal governments are both offering *tax credits* for making your home more energy efficient. While we’re passing through, can we stop by and give you a free, no-obligation windows demonstration?” **(Put pen to paper and look down. Wait for them to speak.)**

V-----Pitch-----V

Info Gathering

[Upon a ‘yes’:]

“Great. And this is (*house number*)? Are we still on (*Street name*)? In Colorado Springs, of course...? Zip-code is (*zip*)? And what’s your last name, sir/ma’am? First name? (Is there a Mr./Mrs. (*last name*)? And his/her first name?) Would you like a reminder call when they’re coming out? **(Wait for answer)** And what’s a good number to get a hold of you?”

[Set appointments by determining day, then time of day, then time.]

Set Appointment

[Day:] “Would (*tomorrow*) or (*the day after*) be better for you guys?”

- **Try setting the appointment for the next day or the day after** (within the available days below; roll over to next week if you’re at the end of the week).
- **Paint appointments** are available at 9am, 1030am, 12pm, 130pm, 3pm, 430pm, 6pm, and 7:15pm Mon-Fri. (1030am, 12pm, 130pm, 3pm, and 430pm on Saturday)
- **Window and Deck appointments** require two consecutive time blocks (no 6pm’s on Fri and Sat). No Sundays. (No Deck appointments at 6pm, ever.)

Stay POSITIVE and ENERGETIC!

Focus on VOLUME!

[If neither day works for them:]

“That’s fine. Well we’ll be in an adjacent neighborhood (*later in the week, etc.*), so it’ll be easy to pop on back over. Would (*two other choices*) work better for you?”

[Time of Day:] “Great—morning, afternoon, or evening?”

[Time:] “And is (*time choice*) or (*time choice*) better for you?” (i.e. “1:30 or 3 o’clock”)
(**Write down appointment time**)

[If Windows Appointment and customer has a spouse:]

“And will Mr./Mrs. (*last name*) be here (*day*) at (*time*) as well?”
(**if not, reschedule for time when both available**)

(Partial)

[If cannot settle on a time/date:]

“No problem. If your schedule’s pretty complicated right now, I can just take your name and number and have our specialist give you a call to set something up later.”
(**Collect name, address, and number for a ‘partial’ lead. Include notes.**)

Windows Question

[After setting a window appointment, proceed to the phone confirmation.]**[After setting a paint appointment, see if they’d be interested in windows as well:]**

“Great. Now, I see that you have the newer-style vinyl windows on the front of your house there—do you have vinyl windows all the way around?” (**Gesture**)

[If ‘NO’:]

Well, there’s some pretty interesting tax credit stuff going on right now with windows. Would you be interested in some *information* about windows and energy efficiency while the specialist is here looking at your paint?

- **[If yes:]**

- o (**Proceed to confirmation. Add “with windows information”**)

- **[If no:]**

- o No problem. (**Don’t press it—you’ve already got the paint appointment. Proceed to confirmation.**)

Phone Confirmation

[Phone Confirmation:]**[After setting an appointment, confirm the appointment on the spot with your cell.]**

- Note: Appointments must be called into the confirmation office while **in front of the customer**. No matter how ‘in a hurry’ a customer may seem, they’re committed by now and will stick with you for a few more minutes—DON’T let them go! Not confirming at the door will result in extra, unneeded calls to the customer, thus more chances for the customer to back out (i.e. *no appointment* and **NO COMMISSION**).

“Excellent. Well, there’s a whole bunch of us knocking on doors right now, so let me just call the office real quick to make sure this time-slot is available. It’ll just take a sec...” (**pull out phone and speed dial**)

[While phone is ringing, real casual-like:]

“And you guys are the home owners, right?”

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[Once the confirmer is on the phone.]

"Hi, (*confirmer's name*), this is (*your name*). I'm out in the field with Mr./Mrs. (*Customer's last name*). I just wanted to make sure an (exterior paint / interior paint / windows) was available on (*day*) at (*time*)..."

- **[Let the confirmer lead the conversation, and give customer name(s), address, zip, and phone number(s), piece by piece, when asked. Speak and spell very clearly. Spell out the street name every time without fail, no matter how simple it seems.]**
- **[For window appointments, the confirmer will then want to talk to the customer.]**
"Oh ... Here, Mr./Mrs. (*customer's last name*), (*confirmer's name*) just had a quick question for you ..."
(Hand the phone over to the customer for confirmation process.)

Reminder Card

[After confirmation:]

"Great. Well, 'lemme just get that flyer back real quick and I'll write you a reminder card."

- **(Take back the flyer, write the appointment, reiterating out loud)**

"So that's (*Day of the week*), the (*date*), at (*time*) for a free paint/windows estimate."

- **(Make sure that in the blank space on the flyer, you include your name and their appointment time.)**

(Hand back the flyer.)

"And here's some company information for you..."

(Hand over Company Information Sheet.)

The End

"Oh, I almost forgot! Are there any other numbers we can call in case we can't reach you at this one here? (**Point to your appointment sheet**) A cell or work or anything?"

"Alright! The specialist will be out to see you on (*Day of the week*) at (*time*). Have a great evening!" **(Smile and leave.)**

Notes about long confirmation times:

We have a three-line rolling system for at-the-door confirming. If you call the office to confirm an appointment and the confirmers are busy with other canvassers, they'll take the line off the hook so you can hear them talking in the background. Make small talk with the customer until they get to you. DO NOT end the encounter with the customer, with the idea that the appointment time will be okay and you'll call the confirmer later.

V---Pitch Flowchart---V

How do you decide what pitch to start with?

- o If old windows and old paint – start with the 'Windows Pitch'
 - Always start with windows if you see old windows
- o If vinyl windows and old paint – start with the 'Old Paint Pitch'
- o If vinyl windows and fresh paint – start with the 'Alternative Paint Pitch'
- o If vinyl windows and too dark to see – start with the 'Alternative Paint Pitch'
- **Direction for Paint Pitch (if vinyl windows):**
 - o Start with paint / alternative paint pitch
 - o If the paint is factually new ("We just had it painted last year.")
 - Acknowledge, then ask about the windows
 - If all windows are vinyl, proceed to 'Interior Pitch' (see Retorts)
 - If some windows are old, proceed back to 'Windows Pitch'

Don't take NO for an answer without giving them TWO RETORTS! Most appointments you make will initially say 'NO', because they're just trying to get rid of the person at the door, and don't really know who you are or what you're offering. The majority of your leads will have to hear at least one retort before accepting the appointment. Push through to the end!

Note: All retorts **redirect** the customer to decide on a time of the day to set an appointment before you've taken their name and number. This is 'redirecting the conversation'. Don't end a retort in an open-ended question or a '...'. Always redirect, and get back to the info gathering.

[First Generic Retort:] (You'll use this for **all objections!**)

"(I understand.) Well, it's *free*, there's *no obligation*, and they'll be passing through here *anyway*. If you guys'll be around at some point, it certainly wouldn't hurt to let 'em take a look ... Are you typically around in the morning, the afternoon, or the evening?"

[PAINT/etc Second Generic Retort:] (After First Generic Retort)

"I understand you're probably not interested in doing anything about your (paint/etc) *right now*, and that's fine ... BUT ... the estimate the specialist will give you is accurate for the whole year, so at least you'll know where you stand, you can make plans for later, and we're running some really great specials this season. Like I said, it's FREE, and they're passing through here *anyway*, so if you guys'll be around at any time at all, it'd be nothing but helpful to you. Would tomorrow or (*the next day*) be better for you?"

[WINDOWS Second Generic Retort:] (After First Generic Retort)

"I understand you're probably not interested in doing anything about your windows *right now*, and that's fine ... But ... the estimate the specialist will give you is accurate for the whole year, and we'd love to at least EDUCATE you about all of the cool technology involved in modern, energy-efficient windows. There's no pressure. Besides—it's FREE, they're passing through here *anyway*, so if you guys'll be around at any time at all, it'd be nothing but helpful to you. Would tomorrow or (*the next day*) be better for you?"

[Interior Pitch:] (If they say **the house was just painted**, and **vinyl windows all around**)

"Great. Well, I just wanted to let you know that we also do interior work—anything that has to do with painting surfaces inside and out ... we also do siding ... garage doors ... insulation ... decks ... fences ... we do *stucco* ... While our specialists are passing through doing these free estimates, is there anything you'd like to *chat* with them about—ideas about interior work or anything else—while they're passing through anyway?"

[Do-It-Yourselfer Retort:]

- (Add to 2nd retort) "... and you'll be doing it yourself and all ..."
- "... and you might be surprised to see how *cheap* it is!"

[Response to 'I have to talk to my husband/wife first':] (a.k.a. Tentative Retort)

[Try the First Generic Retort First. If they persist with the spouse defense:]

"If you've gotta talk to your husband/wife, that's fine. I understand. But I'm just passing through making these appointments *right now*, so let's just make a 'tentative' appointment. After you talk to your husband/wife about it, if, for some reason, he/she doesn't want to do it, we'll be giving you a reminder call *anyway*, so you can just say never-mind or reschedule, okay? Is tomorrow or (*the next day*) better for you?"

V-----3 Retorts we use ALL the time-----V

Tentative

How to describe old paint:

I see your paint is ...	<p>... Cracking and Peeling ...</p> <p>or</p> <p>... Peeling and Burning Through ...</p> <p>or</p> <p><i>(other two choices as needed)</i></p>	<p>... in some areas.</p> <p>... on the front of the house.</p> <p>... really badly.</p> <p>... really badly in some areas.</p> <p>... really badly on the front of the house.</p>
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"I see your paint is..." is simple, quick, and personalized to the home-owner.

While you could use any descriptors from 'fading', 'discoloring', 'cracking', 'peeling', 'burning through', and maybe others, you should always use the strongest descriptors available to the customer's specific paint damage. Most of the time, you can use either "cracking and peeling" or "peeling and burning through", and shouldn't bother with the others. Always use the stronger of the two descriptors as the 'second', which will stay fresher in the customer's mind.

The 'concluding phrase' of the sentence should be quick and to the point, and stay ranged for the 'big picture', instead of being more narrow and specific. Do not *trivialize* or *downplay* the damage—avoid terms like 'starting to...', 'a little', 'in a few places', etc. And if the damage is bad, SAY it's bad—don't be afraid to point out the severity of their damage.

- "In some areas" means that the damage is localized. In a few places. Light damage.
- "On the front of the house" generally means the garage door. Most other situations call for using "in some areas".
- "Really badly" all by itself means that the damage is widespread across the whole house. If you're looking at some severe localized damage, or, for instance, severe damage just on the garage door, add "really badly" to the appropriate other concluding phrase.

Always gesture to paint damage whenever possible, but don't let gesturing slow you down.

Remember—you can earn commissions from anything attached to you. If you see other damage (fence, garage door, etc.), ask if the customer would like additional estimates for other services we offer. If you're setting up an appointment for an exterior paint, a windows, or whatever, feel free to up-sell other estimates if the customer indicates interest. And take notes of their situation. Anything that helps the salesmen (up-sells, notes, etc.) also helps your commission.

What's a 'Windows Demonstration'?

"The specialist will educate you about all of the new technology involved in energy-efficient windows, how much money you can save, and what you're losing with your old aluminum/whatever ones. If you like, he'll give you a free estimate for what it would take to upgrade your old windows. Of course, what you do from there is *entirely up to you*—a demonstration about today's technology is fun and free and there's absolutely no obligation." **(Re-direct to setting the appointment.)**

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Order of Operations (an outline of the entire lead gathering process)

1. **Introduction.** (Stick to the script, word-for-word.)
2. **Pitch: Determine whether to start with Windows or Paint.** Windows are a higher priority, so start with windows every time they have older windows present, unless otherwise specified.
 - a. **Windows Pitch**, followed by the **question** offering them a free, no-obligation windows demonstration.
 - b. **Old Paint / Alternative Paint Pitch**, followed by the **question** offering them a free, no-obligation paint evaluation.
3. **Information Gathering Section**
 - a. **Get the customer accustomed to saying 'yes'.** Verify their address in several questions, all designed to make them say 'yes'. Don't skip this!
 - b. **Gather the 'personal information'**—Name(s) and phone number.
4. **Set the Appointment.** Don't forget—for a windows appointment, both spouses must be present, so make sure of this when setting the time. For a paint appointment, only one spouse needs to be present, so don't bother asking about the spouse. Appointment times are subject to change due to availability, so check with your Manager for details.
 - a. **Day** – “Tomorrow or (the next day)?”
 - b. **Time of the day** – “Morning, Afternoon, or Evening?”
 - c. **Specific Appointment Time.** – example: “3 or 4:30?”
5. **Windows Question.** If making a paint appointment, find out if they have old windows elsewhere on the house, and ask if they'd be interested in some **'information' on windows** and energy-efficiency while the specialist is here looking at their paint. If so, make the appointment **'with Windows Information'**.
6. Explain about the **'whole bunch of us'** Canvassers out there right now and that you need to call the office.
7. When calling the confirmer, while the phone is ringing, make sure the person you're talking to is the **home-owner**.
8. **Confirm the time-slot over the phone** with the confirmer, **in front of the customer.** For a windows appointment, you'll have to hand the phone to the customer at the end.
9. Write down the appointment day, date, and time, as well as the type of appointment (circle or write in) in the **'reminder card'** area of the flyer and return it to the customer, along with a company information sheet, and try to get **alternative numbers.**
10. **"The Specialist will be out to see you on (day) at (time)."**
11. After leaving customer, jot down any **pertinent notes** about the customer and their needs in the 'notes' area of the appointment sheet, mark your knocking tracker, and move on.

Our strength as a department lies in the script and the system. Master the system, focus on the system, and don't worry about individual results. Put your personality into the *sound* and *delivery* of the script, go for a perfect pitch every time ... and the leads (and money) will follow.