

What is it with customers today?



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Phenomenal Customer Service?



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Customer Experience



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What's your end goal?



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The Best way to Book an Appointment



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1 – Be Positive



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2 – Listen (Show Them)



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3 – Care (Show Them)



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4 – Say “Yes”



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5 – Ask “When”



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Listen to Their Calls



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Coach them one-on-one



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Provide Feedback & Role-play



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Validate Drama



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Educate Them



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Measure Progress



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Recruit



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If You Were to Increase Your Call Conversion by 10%,
How Many More Booked Calls is that a Month?

x Your Average Closing Ratio

x Your Average Ticket

= Estimated Monthly Gross Sales

x 12 = Estimated Yearly Sales



Five Steps To Help “Them” (Your CSRs) Book More Calls

- 1 – Train Them
- 2 – Monitor their calls
- 3 – Coach them one-on-one
- 4 – Hold them accountable
- 5 – Recruit more of them



You will book more call even if They...

- **Want** a price over the phone
- **Want** to speak to a technician
- **Want** to speak to their spouse first
- **Don't** want to pay a fee to come out
- **Want** you to come out now even if you are booked solid



”I would say that our CSR’s are booking 100% more calls than before! Definitely a great place to improve and become more profitable immediately.”

(Troy Neerings Owner Neerings Plumbing Salt Lake City, UT)



“Our call percentages have gone up, but more than anything else, the way that we engage with our customers is dramatically different.”

(Jebb Cardin GM Precision Plumbing Boulder, CO)



“Wow, it totally blew me away! Our culture's changing. They're excited to book calls... instead of before when I was worried that they were losing calls.”

(Mike Agugliaro Owner Gold Medal South Brunswick, NJ)



“The stress level in the office almost evaporated within a month. The biggest thing was the confidence our CSRs have now. They feel so comfortable and in control. It's like a whole new culture here.”

(Jeff Allen Owner Allen Plumbing Fort Collins, CO)



Nothing good Happens
Until the Appointment Gets Booked!



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We Train Your CSRs To Book More Calls



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