



Eddie Patin

RENEGADE WRITING SERVICE

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

eddie@renegadewritingservice.com

RenegadeWritingService.com

Employee Training Script : *Tortoise Roofing*

(script used by canvassers (door-to-door marketers) to make appointments for sales)

(Starts next page)

Tortoise Roofing Canvasser Script

Mr./Ms. (*Lead's name*) ?

(Note: Don't use "Mrs." Miss is always safe.)

Hi. I'm (*your name*) with Tortoise Roofing. We're doing a lot of roof work in your neighborhood, and I see you have the old T-Lock shingles. Our roof specialist is going to be passing through here in the next few days doing free inspections, and I know he's going to want to take a look at your roof. Can I sign you up for a free appointment?

Great. What's a good day for you? (*Day after tomorrow*)? (*Day after that*)?

[*Note: avoid making next day appointments unless instructed to do so.*]

[If tomorrow is the only option:]

- What time of the day works best for you? Morning? Mid-day? Afternoon?
- Good. Let me make sure what times are open. (*Call office and get timeframe.*)

[After calling office and setting time for next day ~or~ if another day:]

- Okay. And what's a phone number where we can get a hold of you? Is that a cell? What is your cell?
- And you're (*first name*)? ~or~ And what's your name miss/sir?
- Wonderful. So we'll see you (*day*) at (*time*). Have a nice day.

[First response to generic objection:]

Well, it's free, and there's no obligation to you, and he's going to be coming through here anyway. If you'll be around at some point on (*day after tomorrow*) or (*next day*), it certainly wouldn't hurt to let him take a look. Is there a time that works for you on (*day after tomorrow*)?

[Response to 'too busy' or second objection:]

I understand, but he'll be passing right through here anyway, and it doesn't take more than about a half-hour. If you'll be here anyway at some point on (*day after tomorrow*) or (*next day*), it certainly couldn't hurt. Is there a time that works for you on (*day after tomorrow*)?

[Response to "our roof is fine" "we just had it repaired" "we don't have any damage":]

I understand. It's just that this type of shingle—they don't make them anymore. Our inspector will look for any hail damage, wind damage—anything at all, and it hardly takes any time. And it's free! Is there a time (*day after tomorrow*) or (*next day*) when you'll be around?

[If teenager kids / elder parents / renters:]

Well, I'm (*your name*) with Tortoise Roofing. We're doing a lot of the roof work in the neighborhood, and I can see you have the old T-Lock shingles on your roof. Our roof specialist is going to be passing through here in the next few days doing free inspections, and I know he's going to want to take a look at that roof. Can I leave a card for (*your parents / your landlord*)?

- Write your name, cell number, and "*Free inspection*" on a business card or flyer, so you can set the appointment yourself and retain credit.