

SET UP

The tech at the customer's home tells a customer who is complaining about the price "*I may be able to get you a lower price but I have to call the office.*" The tech explains the situation to the sales manager at the office and the customer hears the tech say "*Yes it's a great neighborhood for new customers and the house does get lots of traffic.*"

The tech puts the customer on the phone.

Sales Manager Hello Mr. Smith

Mr. Smith Hello

Sales Manager I would like to thank you for calling us today. We would love to do your work, Bill our tech there is our best man and he has time to fix your problem today, and of course our work is guaranteed. Let me ask you ... other than the price is there any other reason why you would not have us do this work today?

Mr. Smith Yes, it's just the price.

Sales Manager I understand budgets and all. As I said we would like to do your work, we also would like to do your neighbor's work too. Let me ask if we were to leave a small sign on your lawn for 10 days that said "*Another Happy Penning Plumbing Customer*" and we gave you a 20% discount would that work for you?

Mr. Smith No, that's still too high.

Sales Manager I understand, well the best I could offer is to do it at cost if you let us leave the sign for 30 days. We could extend a 35% discount, but that's the absolute best I can do. Do you want me to tell Bill to give you the 35% discount?

Mr. Smith Sure, only 30 days.

Sales Manager That's right, please put Bill back on the phone and I'll authorize the discount, thanks for the work.

OR

Mr. Smith No

Sales Manager I'm sorry we could not help you today.
Thanks for calling us.

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