



blink

Walley's Sample Sales Script

Our Mission

Blink was created to fill the disconnect between diverse marketing skill sets and the sales problems they're expected to solve.

We have a comprehensive tool set including campaign management web development, print materials, photography, videography, and sales training.

We help you decide which tools to use through data-driven insights. We mobilize your sales initiatives by continuous testing of creative concepts and perpetual duplication of proven principle

Client: Walley's HVAC

Premise: Appointment-setters increased at-home estimates by 22% after building at least 3 value statements into each phone interaction or Loom response.

Introduction:

"Hello and thank you for reaching out to Walley's HVAC! This is [Your Name], and I'm excited to help you with your HVAC needs. May I have your name, please?"

After getting the customer's name:

"Great to speak with you, [Customer's Name]. I understand you're looking for HVAC solutions, and you've come to the right place. At Walley's HVAC, we stand apart in the industry, and I'd love to share why we might be the perfect fit for you."

Why We're Different (Use at Least Three):

Comprehensive Support: "We pride ourselves on our full-service approach. From our in-house sales and support center to our modern fleet of skilled technicians, we're equipped with the latest tools and technology to handle all your HVAC needs seamlessly."

Customized Solutions: "We understand that each project is unique. That's why we offer tailored proposals designed to meet your specific goals, requirements, and budget. We avoid one-size-fits-all solutions and work closely with you to find the right fit."

Tiered Options for Every Need: "Our 'Good, Better, Best' equipment and trim options ensure you have the freedom to choose based on your situation. We're here to provide all the information you need to make an informed decision that suits your needs and budget."

Quality and Affordability: "At Walley's HVAC, we believe in never sacrificing quality for cost. We're committed to finding a solution that fits within your budget while addressing your HVAC issues effectively. Be sure to ask about our ongoing discounts."

Building Relationships: "Our mission is to create long-lasting relationships with our clients. Founded on trust and reliability, we're always there for you, exactly when we promise to be."

Compliance and Quality: "We adhere to national standards, local codes, and manufacturer specifications to ensure every installation is done right. Our commitment to compliance and quality is unwavering."

Passion for HVAC: "Our team loves what we do, and nothing makes us happier than seeing our clients thrilled with their new HVAC system. We're excited to share that experience with you."

Exceeding Expectations: "At Walley's HVAC, we don't just meet the proposed solutions; we aim to exceed your expectations through our quality work and exceptional support."

Closing:

"I'd love to discuss how we can specifically address your HVAC needs. Could we schedule a time for a detailed consultation or perhaps a visit to evaluate your space? Let's find the best solution for you."

Feel free to adjust the script as needed to align with the specific context of your conversations and the unique needs of each customer.