

Script for Selling Lawn Care - Swingle 2016

OPENING:

Once the CCR determines if the customer is calling about a **lawn care program**, proceed with the script below:

CCR:

I'd be happy to discuss our lawn care program with you. Have we ever performed services at your location before?

If YES...ask for phone number

Great, I have your account pulled up. May I ask whom I'm speaking with today?
[customer provides name] Thank you... [insert customer name].

If NO...set up an account

Okay, let's get you set up in our system. May I ask whom I'm speaking with today?
[customer provides name] Thank you... [insert customer name].

[CCR asks for name, complete address, phone number (cell or landline?), email address, previous lawn care company or DIY'er. NOTE: if they are reluctant to provide their email, inform them it will be utilized to alert them of impending meteorological events affecting their landscape, specials and our monthly newsletter.]

CCR:

Based on your location I was able to pull an aerial view of your property.

If grass is visible, provide measurement of square footage and enter into Evergreen.

If grass is not visible (new property) ask the following questions...

I see the aerial view does not provide me with a visual of your lawn. If I may, I'd like to ask you a few questions so I can provide you with an estimate.

1. Do you have lawn in both the front and back of your property?
2. Would you say your lawn occupies half of your lot size?
3. Does your property have a lot of flower or rock beds?

CCR:

Now that I have your square footage, I'd like to find out a little more about the current condition of your lawn.

1. What's the condition of your lawn – would you say it's mostly weeds with bare and brown spots?
2. Is your lawn new sod or recently grown from seed?

3. Do you have pets that go outdoors?
4. What type of issues have you experienced in the past?
5. Have you serviced your lawn yourself or did you hire a professional lawn care company?
6. Does your sprinkler system function properly?

If no, try and sell them irrigation services...

We offer a full range of sprinkler services and maintenance including activation, diagnostic inspection, recommendations for upgrades, repairs and winterization. Can I go ahead and add our activation and maintenance service to your order?

*NOTE: If customers have done business with numerous lawn care companies in the last 2-5 years, you may choose to **disqualify them**.*

*Additionally, if they make derogatory references to undocumented workers or other racial issues, we may choose to **disqualify them**.*

CCR:

It sounds like your lawn could benefit from our **5x Advantage Plus Lawn Care Program**. A little information about the program, it's a convenient, hassle-free solution, which guarantees you a beautiful, green, weed-free lawn all season long.

This complete fertilization program is scheduled from early spring to late fall, with no additional charges throughout the season.

The program will provide your lawn with even growth and beautifully consistent color, while providing the correct amount of nutrients for a full, dense lawn and healthy roots.

- You'll receive guaranteed weed control, including crabgrass and spurge, at no additional charge.
- Insect control for the most common lawn pests.
- Plus free courtesy visits to address any questions or concerns regarding your lawn.

CCR:

Based on the square footage of your lawn, and because you're not a previous lawn care customer, I'm happy to offer you our **20% discount on services**.

With the discount, your cost for our 5x Advantage Plus Program would be... *[insert price]*

Can I go ahead and get you set up for our 5x Advantage Plus Lawn Care Program?

[Yes]

Great!

If you prepay in full with a credit card today, I can offer you **an additional 3% discount** on your order. Otherwise, you'll receive an invoice on your door once the first service is complete. Would you like to take advantage of the 3% discount?

Once service is authorized, we'll be **on your property within 48 hours** to complete your first service. We ask that you make sure any **locked gates** are left open to access your property, and that any **pets are left inside** to protect both them and our technicians.

If convenient, I can sign you up for our **text notifications** - alerting you if we'll be on your property in the morning or afternoon. Can I go ahead and activate this service?

Your dedicated Landscape Care Consultant will visit your property within five business days to complete **your free property evaluation**.

[Close]

You're all set and your services will be completed in the next 48 hours...is there anything else I can help you with today?

Well if you have any additional questions about the program, you can either visit our website or contact us directly and we'll be happy to help.

[Undecided]

That's no problem at all. Just call us back whenever you've made a decision and simply reference your phone number. Your account will be all set up awaiting your confirmation.

Is there anything else I can help you with today?

Well if you have any additional questions about the program, you can either visit our website or contact us directly and we'll be happy to help.

[No]

May I ask why you're not interested in our services?

Is there anything else I can do to change your mind about the Swingle program?

Well if you have any additional questions about the program, you can either visit our website or contact us directly and we'll be happy to help.