

◆I. Hello. My name is (operator name). I want to tell you about the platform pro-home.ca, which will allow you to find clients at a minimum cost. Can I do that quickly?

(a) **Uncomfortable talking.** *“Our offer will take a couple of minutes to explain. May I share it with you?”* **Repeated, no.** *“Can I call you back in a couple of hours? Would that be convenient for you?”* **No, you can't.** *“Can we e-mail the information to you? Can you tell me when we can call you back?”*

b) **Not interested.** *“Our platform focuses on effective home owner- professional trades interaction. You can find your next client on an affordable budget. Let me share our offer with you. You will be interested in it!”* **Repeated no.** *“Our offer will allow you to increase the flow of clients in a short time and ensure stable flow of jobs. We are offering - a 50% discount for the first month! Let me tell you more?”* **No, I am not interested.** *“In that case, is it possible to email information about our lead generator?”*

IF THE CUSTOMER IS INTERESTED

II. Tell me, please, how can I contact you? (Client's name). Our site is a convenient and a functional website where the home owner requests the necessary services from the trades professional, you! In addition, you will receive a guaranteed first week of use, for free! Our leads generation system has the advantage of being a low cost solution. You will be able to recoup your monthly payment from the first order. You will also not need to spend extra money on signage, an advertising campaigns, creation and maintenance of your website. Our customer engagement channels are optimized, to get you more traffic. The home owner can see a well-organized information on our website regarding the services you provide! Do you agree that this is quite a bargain in a pandemic and January? (Waiting for a response). If you are interested in our offer, you can register at pro-home.ca by clicking on the link - [Are you a home pro?](#) After the registration, you will receive all the additional information in your email.

IF THE CUSTOMER HAS ANY DOUBTS

(Customer name), I understand your doubts. I want to assure you that after you sign up on our website, we take responsibility for advertising your company and delivering flow of leads for you to contact. You will also have an official contract with us. It is more advantageous than hiring several contractors. You can be sure that you will be satisfied with our cooperation. Register at pro-home.ca, and we will send you additional information by e-mail. Ready to sign up? **No.** *“Please tell me, what exactly are you hesitating about?”*

POSSIBLE OBJECTIONS

a) **No, the Internet is questionable (or, I'm good).** *“(Client's name). Nowadays 9 out of 10 buyers choose the online format, because it is fast and convenient. It is on the Internet that it is easier to choose a job performer from the comfort of your home. If*

you are interested, you can register at pro-home.ca and become a member of our lead generator". **Repeated no.** "It's the online format that allows buyers to make an informed decision without costing too much. Let's go through the registration process and you will see for yourself".

b) **I already have my own website.** "(Client's name), that's great! You are keeping up with times and you understand all the advantages of the online format. But we want to invite you to improve your business. Our lead generator allows home owners to find your company fast. All the information about your company will be on our site. You just upload your services, and once there is an order for services, you will get it! You can register on our site right now and get a guaranteed week of free use! The pro-home.ca lead generator will help you find a buyer for your services at a low cost! Registration does not take long! **Repeated no.** Please tell me, how do you promote your site? Let's compare the conditions of the independent promotion of business and with the help of our proposal?"

Instructions to the operator:

Listen carefully. After, emphasize the advantages: a guaranteed week of free use, 50% discount on active offline/online promotion of lead generation, generating a flow of potential customers, quick payback (from the sale of one service), the transition of people in quarantine to online (see "POSSIBLE QUESTIONS, POINT 2").

Repeated no: "Please tell me, can we send information to email?"

c) **I have a small firm.** "(Client's name), our site is designed specifically to support small businesses. Your customers will be able to buy goods without intermediaries. Moreover, the pro-home.ca lead generator will replace a full-fledged website, as it will contain all the information about your business, and the buyer will be able to easily select the services he is interested in. In addition, it will not cost you a lot of money and will not require additional investment in advertising. You can register at pro-home.ca and feel all the benefits of the lead generator!

Repeated no. "In that case, is it possible to email information about our lead generator?"

d) **I will consider.** "(Client's name), I agree with you that any decisions should be weighted. I would like to point out that the participants of the lead generator are not engaged in advertising and promotion, but sell your services; do not drain budgets, but pay a fixed subscription fee for promotion; do not hire extra staff and save your budget; do not spread your advertising dollars too thin; instead, have one organization do all the leads generation that you'll ever need. Do you agree that this is the most convenient and profitable offer?"

(IF YES) In that case, you can fill out the registration form at pro-home.ca, and then you will receive an email with all the additional information".

(IF NO) *"In that case, is it possible to e-mail information about our lead generator?"*

e) **I don't need it/I don't want it/I'm not interested.** *"(Client name), you will be able to use our platform to increase your target audience without additional resources and effort on your part. Our lead generator searches for customers, that are direct potential customers. All that is required from your side is: concluding an agreement, uploading the service catalog to the site, getting a 50% discount on the user fee, guaranteed to get the first week of use of the site absolutely free and accepting applications from buyers".*

Repeated no. *"In that case, is it possible to e-mail information about our lead generator?"*

f) **I have a small budget.** *"(Client's name), participation in our lead generator does not involve large costs. You pay a fixed amount once a month and do not spend money on advertising, signage, employees or marketers. The pro-home.ca site runs your advertising campaign online and offline. It's a cost-effective solution. In addition, we, in turn, take care of the participants of the lead generator. We generate a constant flow of customers, we enter the necessary information into the catalog in time, we provide access to a wide audience and most importantly - we create a level playing field in the market. Agree - it's quite a cost-effective solution. **(Agreed).** In that case, you can go to pro-home.ca and fill out the registration form. It's not hard and won't take much time".*

Disagreed. *"In that case, is it possible to e-mail information about our lead generator?"*

g) **I (we) understand nothing about it.** *"All elements of our system have the simplest interface and registration procedure. Anyone can do it and we can also help! We are always here to help if you have any questions! You can go to pro-home.ca right now, and I will personally help you understand the interface. It won't take long at all!"*

h) **Send me the link, I will look and register myself.** Instruction to operator: this objection is a direct refusal. It is necessary to insist on registration now. Also record the exact address (Use phonetic alphabet, specify EVERY single letter) of the mail, and insist on calling back as soon as possible. *"(Client's name), all information will come to your e-mail automatically after you fill out the registration form on the site. The registration procedure is not complicated and will not take much time." **(If No)** "Please dictate your email address. Can I call you back tomorrow at 3:00 p.m., or 12:00 p.m.? **(IF NO, BE SURE TO OFFER A TIME FRAME).** Tell me what time we can call you back?"*

i) **Call me back in a month/after the holidays/after a couple of days, etc.** *"(Client's name, I want to inform you that registration on the lead generator does not bind you to anything, and it will take just a couple of minutes. The decision to use our services you can make later on your own. Just when it's convenient for you. You can register yourself. The rest of the information will come to you by e-mail. **Repeated No.** "In that case, is it possible to email information about our lead generator? Tell me, can I call you back tomorrow at 12:00, or 3:00 p.m.?" **If No.** "Tell me when and what time we can call you back?"*

POSSIBLE QUESTIONS

1) What is the subscription fee (how much does it cost)?

Answer: *“(Client's name), after approving the application, the payment amount will be from 100 dollars, but we give you a 50% discount (if necessary). In addition, you are guaranteed to get the first week of use free to fully experience the benefits of our site! Agree, getting a 50% discount for using the service is quite nice. You can fill in the registration form at pro-home.ca. All the details will come in an email”.*

2) What guarantees do you provide? What will participation in the lead generator give me?

Answer: *“(Client's name), we take care of the participants of the lead generator. We advertise online and offline, we bring actual information to the catalog about the products and company, we generate the flow of customers, we provide access to a wide audience, we create equal conditions of the market presence for all participants, and maximally simplify the interface for sellers and buyers. Members of the lead generator is not engaged in advertising and promotion, do not spend your budget on advertising, and pay a fixed monthly fee, do not engage contractors, and have a contract with just one organization. By becoming a member, you simplify your business opportunity, gain credibility with your customers and enter a major marketplace. You can get 10 to 40 leads at prices ranging from \$99 to \$499! You can fill out the registration form at pro-home.ca. It won't take long, but you can already experience all the benefits of our lead generator.”*

3) How many years have you been in the market (how old is your site)?

Answer: *“(Client's name), our platform pro-home.ca is a new business solution in a pandemic and small business crisis. We offer an innovative option for market development in quarantine and crisis. Our team has a lot of experience in online sales and we are relatively new to the marketplace. You can go through the registration procedure, more information will be sent to your email”.*

4) What guarantee that after registration I will have a buyer?

Answer: *“(Client's name), we do our own advertising. You pay a fixed monthly subscription fee with a 50% discount (if necessary), which goes to the promotion of your company. In turn, our lead generator generates a constant stream of potential customers. The client, in turn, enters into the search box needed services, fills out a request and sends it to you. You only need to upload the catalog of services and accept requests from buyers. Do you agree that this system simplifies your business processes? You can fill out the registration form at pro-home.ca. After completing, all the details will come to your email”.*

5) How did you get my phone number?

Answer:

Option A. *(Client Name), can you please tell me if this is a firm/company (company name)? Your number was taken from a website (if available)/from an advertisement/is in the public domain.* Instructions to the operator: as a rule, if you tell the name of the company to the client, there are no further questions. You can immediately say after a positive response: *"We are calling to tell you about our lead generator. Give me a couple of minutes"*. Or in the case of a presentation: *"Filling out the registration form is not difficult and will not take much time. Detailed information will be sent to your e-mail"*. Then proceed in accordance with the scenario.

Option B (if before the presentation). *(Client's name), your number is publicly available. We would like to tell you about our lead generator. Let me give you a quote. It will literally take a couple of minutes.* Instruction for the operator: immediately call for action in accordance with the script.

Option C (if the presentation has already been voiced). *"(Client's name), your number is in the public domain. If you are interested in our offer, you can go to pro-home.ca and fill out the registration form. It does not take long. After completing the details, you will receive an email.* Instructions to the operator: immediately implement the call to action.

6) Where are you located, what is your office location?

Answer: *"We work directly online and cover the entire Canadian market, and will be going nationwide in the very near future! Our main office is located in Edmonton"*.

7) What does the registration oblige me to do?

Answer: *"After registration, you decide for yourself whether to pay for the service or not. In addition, you will in any case receive a guaranteed refund if you are not satisfied with the quality of the leads within 30 days. To become a full member of our lead generator, you need to open pro-home.ca, click on the link on the right of the header [Are you a home pro?](#) - and get a guaranteed week of free use to experience all the benefits of our lead generator! Then pay the cost from \$99, and that's just one order! Would you agree that's a nice deal for active sales? Sign up at pro-home.ca, all other information will come to your e-mail"*.

8) What will I need to register (what data)?

Answer: *"You need to write the name of the company, zip code (index), e-mail address and contact phone number. After that, you will receive the information to your e-mail. You can register at pro-home.ca"*.

9) How many people visit your site? (I haven't heard of you/I don't know who you are/You're not popular enough).

Answer: *"(Client's name), we have full coverage in California and plan to reach the entire country in the near future! We have about a thousand potential customers visiting our*

site every day. And these are indeed potential clients as we generate user traffic, do online, and offline advertising. If you are interested in our offer, you can go to our website pro-home.ca, click on the link on the right of the header [Are you a home pro?](#) - and are guaranteed to get your first leads for only \$99 a month!"

III. (Client name), thank you for your time. Best wishes.