

Inbound Lead Call Script

Step 1: Call the Lead Immediately (Within 10 Seconds)

Script:

“Hey, this is [Your Name] with Bear Claw Land Services — I saw you just filled out the form on our website.”

(Pause for their response... should be something like “WOW THAT WAS FAST!”)

“Chuckle... yes, we pride ourselves on delivering five-star service, and that starts the second you reach out.

So tell me more about what you’re looking to have done!

Listen & let them talk!!!!

Step 2: Discovery & Motivation

Script:

“Just to make sure I’m looking at the right property — can you confirm the address for me?”

(Verify address matches what’s in OWNR OPS and Jobber. Update if needed.)

“And can I confirm your full name, best phone number, and email while I have you?”
(Cross-check with Jobber and OWNR OPS. Update if needed.)

“what sparked your interest in getting this done this year?”

“How long have you been wanting to do this?”

“Is getting this done this year a must-have, or are you flexible on timing?”

Listen closely for motivation triggers:

- Overgrown forest, dead trees everywhere, or potholes / ruts in driveway
- Seasonal cleanup
- Selling or prepping a property
- Improving usability
- Reducing wildfire risk
- Improving property for resale value

If They Ask About Price

Script:

“Totally fair question — a few quick things help us price this out right.”

“On a scale from 1 to 10, how steep is the terrain around the area we’d be working?”

(If unsure): **“No problem — are you familiar with the big hill behind Safeway in Fraser? Would you say your property is steeper, flatter, or similar to that?”**

“Now when it comes to grant funding, the Wildfire Council may cover up to 40% of our bid in the best-case scenario. Worst case, they’ll usually put about \$1,000 toward it.”

“We don’t control that process since they’re a separate organization, so it’s hard for us to say for sure how much they’ll contribute — it depends on the grant reviewer and the property.”

“If no grant funding came through for this project, would it still be something you’d want to get done?”

 **Text this to them immediately during the call:**

<https://bewildfireready.org/component/rsform/form/6-free-home-assessment-request?Itemid=192>

Explain Fire Mitigation Zones (Only If Needed for Education)

Zone 1 – 0 to 5 ft:

“We remove all vegetation right up against the house — that includes grass, shrubs, anything flammable within 5 feet.”

Zone 2 – 5 to 30 ft:

“We’ll lift tree canopies to 4' off the ground (or 1/3 of total tree height), space trees 8–12' apart, and remove all dead/downed material.”

Zone 3 – Beyond 30 ft:

“We clean up all dead and downed wood and make sure there’s healthy spacing between living trees and space 8-12' apart.”

Step 3: Confirm the Importance of an On-Site Visit

Script:

“And just to make sure we’re all set up for success — will the decision-maker be available for the walkthrough too?”

Step 4: Book the Site Visit

Script:

“Thanks for walking me through all that. The best way for us to give you an accurate plan is to walk the property in person.”

“Would today or tomorrow work better for a site visit?”

“Would this week or next week work better for a site visit?”

“Do mornings or afternoons work better for your schedule?”

(Then offer a specific time slot.)

“How about [insert time] on [day]?”

(If they decline that time:)

“No problem — how about [alternate time]?”

Step 5: Confirm All Details

Script:

“Perfect — I’ve got you down for [day/time]. I’ll also send you a calendar invite to make sure it’s on your schedule.”

“Is [repeat their email] the best place to send that invite?”

“Awesome. Josiah will be looking forward to meeting you at [day/time]!”

Step 6: Send the Calendar Invite Immediately

Use this format:

- **Date & Time:** [Insert time]
- **Title:** Bear Claw Site Visit // [Customer Name]
- **Location:** [Address or GPS link]
- **Description:**
 - On-site estimate for [Service Type]
 - Rep: [Your Name], Bear Claw Land Services
 - Call/Text: [Your Phone Number]

- Notes: [Key motivations, terrain steepness, urgency, grant concerns]

Bonus Tips for YOU:

- Smile while talking — it warms your tone and builds trust.
- Assume the site visit is happening unless they object.
- Be proactive with clarifying details — don't skip the contact info or terrain questions.
- If it's wildfire-related, *a/ways* text them the link for a free grant assessment.