**Incoming Phone Call Script – Brian T Armstrong Construction**

**Rapport – 2 minutes – they talk, you listen (70/30 Rule of Conversational Generosity)**

1. Hello, thank you for calling Brian T Armstrong Construction, this is \_\_\_\_\_\_\_\_\_\_\_, how may we help you today?
   1. *They will answer*. Record on Lead Sheet
2. Oh great! Let me ask you (caller’s name), how did you hear about us?
   1. *They will answer* – Be sure to track how they hear about you. Record on Client Lead Sheet.
3. Fantastic! (Caller’s Name) how familiar are you with Brain T Armstrong Construction?
   1. *They will answer.* *Probably not very familiar with you.* Record on Client Lead Sheet.
4. No worries let me take a second to introduce you to us. **Brain has personally supervised the construction of over 300 houses here in Southern Alabama. In 2013, we launched this business and since then we have focused our attention right here on Baldwin Country where we have built over 35 homes.**
5. (Caller’s Name) Are you by chance in front of a computer?
   1. If not, give them the email address and encourage them to go to confirm that everything you are telling them is true.
   2. If so, take them to your website and video testimony page. [**www.briantarmstrongconstructioninc.com**](http://www.briantarmstrongconstructioninc.com)
6. **Cool, let’s go quick to our website because I would like to show you how we have improved the lives of our customers. I could tell you that we’re awesome, but let’s see what our customers are saying.**

**Needs 5-7 minutes – they talk, you listen.**

1. So, (Caller’s Name), tell me a little bit about you and your project you are working on?
   1. *They will tell you*. Record on the Client Lead Sheet.
2. This sounds exciting. We would love to be a part of helping you make this happen. However, (Caller’s Name), we know that we are not always the best fit for everyone and not everyone is the best fit for us. So, I’d like to ask you just a few questions to help us both discover if this is going to be a good fit.
   1. *They will answer – Ok.*

**Record All Answers on Lead Sheet -**

1. So, (Caller’s Name) Where are you planning to build?
2. Do you currently have a lot?
3. Do you already have your plans?
4. What size home are your considering?
5. What is the timeframe to have this project completed?
6. Does your budget range from?
   1. Under $200K
   2. Between $200K - $400K
   3. Over $400K
7. Fantastic (Caller’s Name)! Sounds like you are at a decision point in this process and it look like we would be a good fit. How about if we go ahead and get your scheduled for a meeting with Brain and his team to sit down to talk about your visions for your dream home.

**Benefits -**

1. You know (Caller’s Name), there are three main reasons why people choose to work with us over our competition.
   1. The first reason is Brain and his team will look after your house if they were building their own.
   2. The second reason is that we have a proven system in place that we use for budgeting and organization that will keep you from blowing your budget and wasting your money on change orders.
   3. (Caller’s Name) by utilizing our proven systems with our team, you will relieve so much stress and your will know exactly how much you are paying for your home. So, there are no surprise invoices at the end of the build.

**Close –**

1. Well, (Caller’s Name), I know our schedule is very busy like yours, but generally is the morning or afternoon best for you?
   1. Record on Client Lead Sheet.
2. Is there a day of the week that fits better for you?
   1. Record on Client Lead Sheet.
3. Our office is at 615 **Cardinal Circle summerdale, Al 36580**. Are you familiar with that area?
4. Well fantastic! (Caller’s Name) I have you scheduled for (day) at (time) at (location).
5. (Caller’s Name), I would like to shoot you a follow up email to confirm as well as get you some more information about Brain and our company including written directions to our office. What is the best email to send this to?
   1. Record on Client Lead Sheet.
6. Also, we will send you a reminder text the morning of this appointment. What is the best number for us to send this text to?
   1. Record on Client Lead Sheet.
   2. Add appointment to calendar and invite Brain.

**Response to an objection to setting up a meeting -**

1. Ok, (Caller’s Name), that makes sense. (Caller’s Name), we have had a long list of work that keeps us scheduled out a few months. Our desire is to help each of our customers into their home as quickly as possible. To help you to keep moving forward with momentum, I want to make sure you have a change to meet with Brain and the team as soon as possible.
2. So, (Caller’s Name), let’s go ahead and get something on the calendar to make sure this happens for you. You can (be thinking about it/talk it over with your spouse) between now and the appointment that way it keeps us all moving forward towards making your ideas, wants, desires and must have’s a reality as well as keeps us from getting stalled out. Then, if you decide not to move forward, we can simply cancel the appointment.
3. Great! I will shoot you an email to confirm and if you need to reschedule, we certainly can do that.
4. Ask if morning or afternoon meeting would be best; first or end of the week.
   1. Record on the Client Lead Sheet.
5. Remind them that we will be sending a text the morning of the appointment as a reminder (if they have not already cancelled the appointment). Remember to record on Client Lead Sheet and add the Appointment to the calendar and Invite Brain.
6. (Caller’s Name), it has been a please speaking with you and it sure seems like you are in an exciting seems right now in building your dream home. We look forward to seeing you on (State the date of the appointment).
7. Have a wonderful day!