

Hello (Mr./Mrs. Prospect Name)

This is (Company Name)

My Name is (Your Name)

As you know, the weatherman is predicting a record cold snap for Florida next week and I'm concerned about the safety of your heating system. Since we run our air conditioners much more than we do our heaters here in Florida, there is a chance that your heater will not operate safely and efficiently when you need it next week.

Even if it does operate, there is a chance of deadly carbon monoxide poisoning if your gas heater is not correctly adjusted, or an electrical short if your electric heater malfunctions.

You can protect yourself from possible injury, and ensure that your home has all of the heat it needs, by getting our 30 minute, \$30 heating system inspection and tune-up. We'll check your entire system and, if anything needs adjusting, we'll do it at no extra charge.

I can have someone come by tomorrow between 9 AM and 3 PM, or would you prefer an evening appointment.

WAIT FOR RESPONSE

If yes - click Set Appointment

If No - Click Objections

Objections

No Money:

I understand that problem (Mrs./Mr. Prospect Name), I have it all the time myself. We can accept Visa, MasterCard, American Express, and Discover, or would you prefer our interest-free 90 Days same as cash?

No Time:

I understand that problem (Mrs./Mr. Prospect Name), between work, and chores at home, I hardly have time to breathe. Our complete 30 minute \$30 inspection can be done at any time, day or night. We're open 24 hours a day, 7 days a week. That's how serious we are about your safety and comfort. Would you like to have a technician come by before 7 AM tomorrow, or would after 9 PM be better?

I Rent:

Me too. My lease specifies that the landlord is not responsible for maintaining the heating/cooling system. Many residential leases are that way in Florida. Even if you landlord IS responsible, however, that will be of little comfort if something serious happens when you turn on your heat and go to bed. Let's let a technician come by tomorrow, at around this same time, to make sure that everything is OK. Since it's just \$30, it's likely that you can ask your landlord to reimburse you if it turns out that he is responsible. Either way, it's better safe than sorry. I can have someone come by tomorrow between 9 AM and 3 PM, or would you prefer an evening appointment.

Just Had Furnace Checked

Wow, that's great. I'm glad that you recognize the seriousness of a furnace or heater problem. Did you get a 30-day guarantee that if anything goes wrong with any portion of the heating system, that's covered by the inspection, the company will return and fix it for free?

If No:

Hmmm. I'm thinking that maybe you should go ahead and get our 30 minute \$30 inspection that includes our 30 day warranty. It's a small enough amount for the safety and assurance that you'll have all of the heat that you will need next week. Some companies do inspections, but they don't back up their work with a 30 day guarantee like ours does. I can have someone come by tomorrow between 9 AM and 3 PM, or would you prefer an evening appointment.

If Yes:

Wow, that's great. Would you mind telling me the name of the company that you used? I'm not aware of any that offers the exact same guarantee that says if anything goes wrong with any portion of the heating system, that's covered by the inspection, the company will return and fix it for free. Even so, it might be nice to have a second opinion just to make sure that your family is safe and warm when the cold snap comes. I can have someone come and double-check for you tomorrow between 9 AM and 3 PM, or would you prefer an evening appointment?

I use a different service company:

That's great. I'm glad that you have a technician that you can trust. You know, when cold weather comes, and the service calls start coming in, it might be a day or more until your regular technician can get to your house.

Say yes to our 30 minute \$30 inspection and tune-up, and you're guaranteed same-day priority service if you ever have a problem. We're open 24 hours a day, 7 days a week.

That's how serious we are about your safety and comfort. Just like it's comforting to have a second Doctor's opinion, and a backup Doctor in case yours is not available, a second opinion on your heating system, as well as an emergency backup repair technician guarantees that your family won't have to suffer through the cold snap or risk being injured by deadly fumes or electrical problems. I can have someone come and double-check for you tomorrow between 9 AM and 3 PM, or would you prefer an evening appointment?

End of Objections

If you receive a new objection that is not listed above, click New Objection and add it. You will receive a \$5 bonus if you are the first TSR to add a new objection that we accept as valid. We will prepare a response for that objection and it will be uploaded for all TSRs as soon as it is ready.