

Best Practices

Schedule more appointments by using a defined contact sequence when reaching out to your homeowners.



1 Company agent greeting:

Leverage the company reputation in the beginning of the call with value statements to convince the homeowner why they should hire your company. Remember these homeowners have often researched several companies online already...

"Hello Tori. My name is Neil and I am with Next Door Contractors. How are you today?"

2 Value statement:

"Great Tori. Just to let you know a bit about who we are, Next Door Contractors has been an established business..."

3 Needs Analysis:

Once you communicate who you are and the value you provide, the Homeowner will be more likely to open up about who they are and what they want.

"So you are looking to replace your roof ? Do you know about how old your current roof is?"

4 Set appointment and expectations:

"Great Tori, we have you down for February 15th. I'll be sending you an email to confirm and our agent will call you closer to the appointment time to confirm"

5 Confirmation:

Explain who will be meeting them and what the appointment will consist of, time length, etc.



"Great. We can send one of our consultants, Jonah, to your home around noon tomorrow. He'll spend about 20 minutes figuring out whether you need A or B..."