

Call Track Script

A series of hurdles to overcome, the more hurdles you get over the closer you will be to a positive outcome from the call. It's key to your success on each call that you follow best practice whilst on the track.

MSV

GME

TLL

SL

PPC

Website

Print

Scheme

HURDLE 1

Introduction

"Morning/ Afternoon, can I speak with *John* (first name where possible) "It's *Jamie* from thomsonlocal, hope you're well."

NO PAUSE

"I fully appreciate you're probably busy so I'll cut to the chase, I'm calling today to find out if we can help you overcome a challenge that many of the other *PLUMBERS* (category) that we've helped recently were facing around generating local enquiries for their business."

NO PAUSE

"Now, I'm not guaranteeing that I can help, however what I can tell you is that in the last month alone we've generated a great response for businesses just like yours. I would be very keen to ask a few questions today to better understand your company's current exposure and your capacity to take on more work"

"For example, if I was to search for a *plumber* in your local area on Google, where would I find you?"



HURDLE 2

Handling Objections

Not Interested →

Don't need more work →

Already advertising →

The internet doesn't work →

No money →

Already got a website →

All work is W.O.M →

Too busy to talk →

Print doesn't work →

Already ranking Google →

Start response with positivity and empathy.



Use a plant the seed of doubt statement.



Ask a positive question related to the original objection.



Get back on track – establish point point



HURDLE 3

Pain Point

Use a '**QUESTIONMENT**' starting with a **PERMISSION** statement



ACTIVELY LISTEN



Repeat and praise



Ask a related question

Need For New Leads

Current Online Presence

Ideal Enquiry

Geography

TIP: Where relevant ask industry specific questions

HURDLE 4

Summary & Commit

"So *John*, let me just go back over what we've discussed to ensure we're both on the same page and that I've not missed anything"

SUMMARISE AROUND:

Need For New Leads

Current Online Presence

Ideal Enquiry

Geography

"You know what *John*, based on what you've told me today... If I could demonstrate a cost effective way of generating local enquiries in a way that is hassle free and managed totally by us, I guess you'd be open to hearing more about how we achieve the, yes"

YES

Continue to key product explanations
Hurdle 5



NO

State that it isn't a problem and ask why. Then move back to **Hurdle 2** objections



HURDLE 5

Key Product Explanations

The links opposite are explanations to guide you through each product once you have carried out your Pain Point conversation and carried out a summary & commitment with your customer.

The explanations are focused purely on the features of each individual product or service; to bring this to life with your customer it will be vital to stress the benefits and the difference it will make to their business.

This will become easier to achieve once you have carried out your pain point conversation and summarised this whilst gaining the customers commitment.

The attached links has some anecdotes you can use during your conversation

[mySearchVisibility](#)



[Get Me Everywhere](#)



[Search Lite](#)



[Local Lead Site \(Website\)](#)



[Thomsonlocal.com listing](#)



[Pay per Click](#)



[Print Directory](#)



[Print Directory – scheme](#)



[Anecdotes](#)



HURDLE 6

Close

ASSUMPTIVE CLOSE



ALTERNATE CLOSE



HURDLE 7

Handling Objections

Customer says NO or wants an Email/ Call back

"That's not a problem, in my experience John when this happens it's only ever for 1 of 2 reasons....First of all I've not done a good enough job of explaining the package/ product and the value to you or quite often it's down to cost. Which one is it for you? Is it the cost or the package that you're unsure about at this stage?"

Regardless of the reason, justify heavily using some of the following:

- ▶ R.O.I exercise
- ▶ Proof Tool (PPC report, call tracking results)
- ▶ Refer back to need committed to
- ▶ Remind of features, benefits and value to customer etc.

Customer still won't commit: Assume the issue is cost and tell the customer that's your guess.

"John, in my experience it is very often the cost that is the issue, I'm guessing that's the situation here yes? That's not a problem, tell me...which parts of the package that I've recommended did you like the most?"

Explain that it would be a good idea to start with this and add to it in a few months once he's seen it working.

ASSUMPTIVE CLOSE



ALTERNATE CLOSE



*"Fantastic, so let me just go back through exactly what you are getting with the package **John** (list features and benefits) the minimum contract term is just xx months and then you are into a rolling contract where we simply will continue to take the monthly instalments of £xx plus VAT by direct debit ok."*

*"Great, that's all fully booked online for you **John**"
Please take down your customer / order number as a reference for any future contact*

Process order while customer is on the phone



Read out mandatory direct debit script



Direct Debit Script



Our website development team will be in touch within 7 days

The website development team will make a maximum of 5 attempts to contact you to discuss the content of your website. Please look out for a call from 0207 840 4314



Thank customer for their time and order. Give out customer services phone number 03330 145045 for future contact

Objection

Already got advertising

"That's great to hear John, I speak to so many other PLUMBERS who simply don't have the understanding or the time to know where to even start!"

NO PAUSE

I'd be really keen to just take a few minutes of your time to get a better understanding of what you're doing that works well and additionally whether you're in a position to take on even more local leads?"

NO PAUSE

"I mean, if I was to do a Google search for plumbers in your local area John, where would I find you?"

Already Ranking Google



No money



Not Interested



Already got a website



Don't need more work



All work is W.O.M



Already advertising



Too busy to talk



The internet doesn't work



Print doesn't work



Back to script



Objection

Already got a website

"Fantastic, if I'm honest John the majority of PLUMBERS that I speak to have at least one existing website already, I'd be surprised if you said you didn't have one."

"Most of the PLUMBERS that we speak to and work with that already had a website in place were still keen to understand how they can generate even more local enquiries from the internet. All I'm looking to do today is better understand your business as I appreciate that every PLUMBER is different and then I will know whether or not we can genuinely help you."

NO PAUSE

May I ask, if I was to Google search plumber in your local area where would I find you?

Already Ranking Google



No money



Not Interested



Already got a website



Don't need more work



All work is W.O.M



Already advertising



Too busy to talk



The internet doesn't work



Print doesn't work



Back to script



Objection **Already ranking on Google**

"You know what John, that's brilliant...you must be really pleased"

NO PAUSE

"If I'm honest, many of the other PLUMBERS that have jumped on board with Thomson local recently already had a relatively strong online presence but were more than open to the idea of generating additional work from the internet"

NO PAUSE

"I hope you don't mind me asking John, if I was to search for one of the other services you offer where would I find you on Google or Bing?"

Already Ranking Google



No money



Not Interested



Already got a website



Don't need more work



All work is W.O.M



Already advertising



Too busy to talk



The internet doesn't work



Print doesn't work



Back to script



Objection

Don't need more work

"Wow, you must be doing a good job over there John, hats off to you. Most of the other PLUMBERS that I've spoken with recently are ticking over but are in no position to turn away and additional local enquiries that come through"

NO PAUSE

John, I would be really keen to understand what, if anything you might be doing differently that is putting you in such a good position at the moment, I mean what are you guys doing to generate local enquiries that you find works so well for you?"

Already Ranking Google



No money



Not Interested



Already got a website



Don't need more work



All work is W.O.M



Already advertising



Too busy to talk



The internet doesn't work



Print doesn't work



Back to script



Objection

It doesn't work

"I can completely appreciate your response John, believe it or not your thoughts are the same as many of the other PLUMBERS that I speak with. The reality for all of us John, is that the internet is such a vast space and the challenge is really understanding what genuinely works and at the same time offers really good value for money"

NO PAUSE

"To be honest I need to ask a few questions around your need for more enquiries and your current positioning on the likes of Google and Bing to better understand whether we can actually help you"

NO PAUSE

"I'd be keen to know what you are doing at the moment to generate new, local enquiries from the internet John?"

Already Ranking Google



No money



Not Interested



Already got a website



Don't need more work



All work is W.O.M



Already advertising



Too busy to talk



The internet doesn't work



Print doesn't work



Back to script



Objection

No Money

"John, if I'm honest most of the PLUMBERS that I speak to and work with started off the year (financial or calendar) with a line in the sand that they didn't plan on going over but now and again something comes along that's worth listening to.

NO PAUSE

At this stage I'm not even sure if I can genuinely help you in the same way we've helped others, however I would be keen to ask a few questions to better understand your capacity to take on more enquiries and how potential new customers find you on the internet.

NO PAUSE

"By the way, I have you down as a plumber, what services exactly do you offer?"

Already Ranking Google



No money



Not Interested



Already got a website



Don't need more work



All work is W.O.M



Already advertising



Too busy to talk



The internet doesn't work



Print doesn't work



Back to script



Objection

Not Interested

"You know what John, I completely understand and appreciate your response, I'm guessing you probably get more calls like this than you care to mention."

WAIT FOR RESPONSE

"To be honest you won't be surprised to hear that I get similar responses from alot of the PLUMBERS that I contact to start with but the guys who are open to having a short conversation are genuinely surprised by what I go on to discuss with them."

NO PAUSE

"If you have a couple of minutes I'd be keen to ask a few questions around your ability to take on more enquiries and how potential new customers currently find you on Search engines like Google and Bing."

NO PAUSE

Out of interest, what are you currently doing to promote the business and generate new enquiries?

Already Ranking Google →

No money →

Not Interested →

Already got a website →

Don't need more work →

All work is W.O.M →

Already advertising →

Too busy to talk →

The internet doesn't work →

Print doesn't work →

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Objection Print directories don't work

"It's completely understandable that you would feel like this, I know that a number of my customers have felt the same.

The reality is that people use various different ways to search for local businesses and based on this we know that a number of our customers are still receiving a great response from advertising in their local print directory.

With the Thomson Local directory being distributed into 21.5 million homes & businesses across the UK it is still a powerful platform for you to promote your business on.

With this in mind I'd be keen to understand the main ways you are currently generating new enquiries for the business?"

Already Ranking Google



No money



Not Interested



Already got a website



Don't need more work



All work is W.O.M



Already advertising



Too busy to talk



The internet doesn't work



Print doesn't work



Back to script



Objection

Too busy to talk

"That's not a problem, I'm guessing you probably get a number of calls like this on a weekly basis yes."

NO PAUSE

"All I'm looking to do is take a few minutes of your time to better understand your ability to take on more local enquiries from search engines like Google and Bing and whether Thomson local can genuinely help you."

WAIT FOR RESPONSE**If still too busy:**

"Would it make sense to you John, if we agreed on a time that suits you better where I can give you a call back and have a short conversation to see if we can genuinely help you with this challenge that many of the PLUMBERS we speak to are facing?"

If ok to proceed:

"May I ask, if I was to do an internet search for plumbers in your local area, where would I find you?"

Already Ranking Google



No money



Not Interested



Already got a website



Don't need more work



All work is W.O.M



Already advertising



Too busy to talk



The internet doesn't work



Print doesn't work



Back to script



Objection

All my work is WOM

"That's brilliant John, like many of the PLUMBERS that we speak to and work with, the quality of your work and the service you offer are of paramount importance I'm guessing yes?"

WAIT FOR RESPONSE

"To be honest whilst most of the guys I've spoken to said the same, they were still keen to find out how they could let other potential new clients know what a great service they offer and were also open to improving their visibility on the internet to make sure that when they were recommended by name alone, they could be found easily when people were searching.

NO PAUSE

"I hope you don't mind me asking John, but in your opinion what is it that you guys do that results in a good level of repeat or recommendation based business?"

[Already Ranking Google](#)[No money](#)[Not Interested](#)[Already got a website](#)[Don't need more work](#)[All work is W.O.M](#)[Already advertising](#)[Too busy to talk](#)[The internet doesn't work](#)[Print doesn't work](#)[Back to script](#)



GET ME EVERYWHERE

Our Get Me Everywhere product is a fantastic way to get your business details promoted across the internet meaning you will be boosting your businesses search engine optimisation.

We start the whole process by setting you up with an advert on thomsonlocal.com. As well as your Business Name, Address and telephone number we complete a company profile page for you including 1,000 characters of profile text, 180 characters of promotional text, your opening hours, key services your business provides as bullet points and also images.

As well as filling this in for you on thomsonlocal.com we use a sophisticated portal to take your company name, address and phone number and distribute this across 300 partner sites including major search engines, online directories, national and regional press and specialist industry websites.

The benefit to you comes from something called citations; this is where your name, address and telephone number are distributed across the internet in a consistent fashion. This is vital from a search engine optimisation perspective and helping you to appear positively over a gradual period of time on the leading search engines like Google, Bing and Yahoo.

Through our Get Me Everywhere product we take the risk and time involved in doing this manually away from you and provide you with the perfect platform to allow your business to get the right levels of exposure across the Internet.



Distributed content
on major search
engines and websites

**Consistent business listings are a KEY component of ranking positively on Google, Bing & Yahoo!
The solution is **Get Me Everywhere.****

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[Sales Aid](#)



mySearchVisibility

Our mySearchVisibility service is designed to give you the most comprehensive exposure on the Internet and get your phone ringing.

The service is made up of 4 key elements:

Local Lead Site (Website):

We will build you a local lead site (website) designed to showcase your business in the most effective way possible. Built with best practice Search Engine Optimisation in mind helping to give you a positive impact on the leading search engines.



Your website will have up to 10 pages and will include images, galleries and maps as well as 20 email addresses for you to use as you wish. To ensure we show your website in the most effective way possible our website team will be in touch in 7 days to carry out a consultation in order to get all the key information around your business in order to create the website.

Another key feature of our websites is that we will build a mobile version meaning that you will be seen if your customers are looking on a desktop, laptop, mobile phone or tablet.

Pay per Click Advertising:

Once we have built your website it is vital that we work with you in order to get it seen, one of the effective ways we do this is through a product called Pay per Click advertising. This service allows you to appear in an area called the sponsored adverts which generally appear along the top and down the right hand side on the leading search engines; Google, Bing & Yahoo.



The service is fully managed and we will generate keywords and phrases and set prices for the individual keywords to make sure you get the right amount of exposure. The Pay per Click process works like a pay as you go mobile phone in terms of we allocate a specific budget to your Pay per Click product and we only take money from your allocation when a customer clicks on your sponsored advert. You pay nothing for appearing, only for your advert being clicked on.

Get Me Everywhere:

The final component of your mySearchVisibility service is called Get Me Everywhere.

Our Get Me Everywhere product is a fantastic way to get your business details promoted across the internet meaning you will be boosting your businesses search engine optimisation.



We start the whole process by setting you up with an advert on thomsonlocal.com. As well as your Business Name, Address and telephone number we complete a company profile page for you including 1,000 characters of profile text, 180 characters of promotional text, your opening hours, key services your business provides as bullet points and also images.

As well as filling this in for you on thomsonlocal.com we use a sophisticated portal to take your company name, address and phone number and distribute this across 300 partner sites including major search engines, online directories, national and regional press and specialist industry websites.

The benefit to you comes from something called citations; this is where your name, address and telephone number are distributed across the internet in a consistent fashion. This is vital from a search engine optimisation perspective and helping you to appear positively over a gradual period of time on the leading search engines like Google, Bing and Yahoo.

Through our Get Me Everywhere product we take the risk and time involved in doing this manually away from you and provide you with the perfect platform to allow your business to get the right levels of exposure across the Internet.

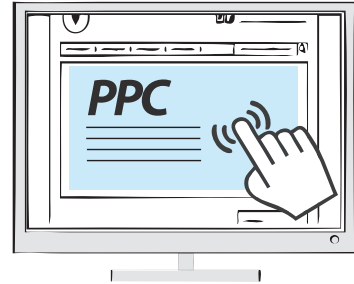
Unique Call Tracking Number:

It is vital that we are able to provide you with specific tracking of your product over the time you are with us and for this reason we will place a unique call tracking telephone number across all the mySearchVisibility products with us, this will be a number that will route through to your current business number and means we can provide you with monthly reports detailing the number of calls your service has produced.



Pay per Click

Having a great website is vital but it is just as vital that it gets seen in order for traffic to arrive, one of the effective ways we do this is through a product called Pay per Click. This service allows you to appear in an area called the sponsored adverts which generally appear along the top and down the right hand side on the leading search engines; Google, Bing & Yahoo.



The service is fully managed and we will generate keywords and phrases and set prices for the individual keywords to make sure you get the right amount of exposure. The Pay per Click process works like a pay as you go mobile phone in terms of we allocate a specific budget to your Pay per Click product and we only take money from your allocation when a customer clicks on your sponsored advert. You pay nothing for appearing only for your advert being clicked on.

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Print Directory

Our printed directory has been the corner stone of the Thomson Local product suite for over 30 years. With 172 editions printed nationwide being delivered into 21.5 million homes & businesses you can be sure that your company will get the exposure required.

The directory is split into 3 main sections; the locally based front section which focuses on the specifics of your local area. The main section of the directory is are Business by Type; this is where the majority of our customers place adverts relevant to the specific classification which relates to their business.

There are various different advert types in this section from our Priority Double Page through to a Quarter Column, the size of the advert will generally dictate what position your advert appears in. The third section of the directory is called area Business by Name, this is the place where people can find you based on recommendations from your customers or know your business name but not your number.

As well as all the benefits of having an advert in your Thomson Local directory we will also give you a free regular listing to increase your exposure even further.


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Print Directory – Trade Association Advertising

As a member of a trade association we have a perfect product in our printed directory which will allow you to promote your business in a set aside advert promoting your relationship with your trade association.

In the current climate being seen as trustworthy, credible & reliable is critical and this advert will give you this opportunity.

As well as printing your name, address and telephone number you will have the opportunity to have 10 lines of comprehensive text explaining exactly what your business does. All of this will appear under a stand out piece of artwork featuring your trade associations logo and key messages.

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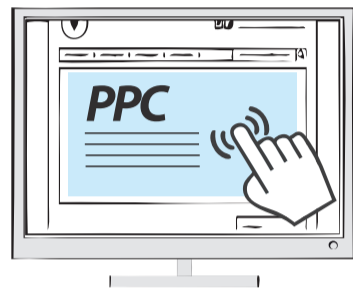

Search Lite

Our Search Lite product is designed for those customers who already have a well-established website but need to get it seen across the internet.

Our search Lite service is made up of 2 key elements:

We will build you a Pay per Click campaign.

This service allows you to appear in an area called the sponsored adverts which generally appear along the top and down the right hand side on the leading search engines; Google, Bing & Yahoo. The service is fully managed and we will generate keywords and phrases and set prices for the individual keywords to make sure you get the right amount of exposure.



The Pay per Click process works like a pay as you go mobile phone in terms of we allocate a specific budget to your Pay per Click product and we only take money from your allocation when a customer clicks on your sponsored advert. You pay nothing for appearing only for your advert being clicked on.

The second component is of Search Lite is called Get Me Everywhere.

Our Get Me Everywhere product is a fantastic way to get your business details promoted across the internet meaning you will be boosting your businesses search engine optimisation.

We start the whole process by setting you up with an advert on thomsonlocal.com. As well as your Business Name, Address and telephone number we complete a company profile page for you including 1,000 characters of profile text, 180 characters of promotional text, your opening hours, key services your business provides as bullet points and also images.

As well as filling this in for you on thomsonlocal.com we use a sophisticated portal to take your company name, address and phone number and distribute this across 300 partner sites including major search engines, online directories, national and regional press and specialist industry websites.

The benefit to you comes from something called citations; this is where your name, address and telephone number are distributed across the internet in a consistent fashion. This is vital from a search engine optimisation perspective and helping you to appear positively over a gradual period of time on the leading search engines like Google, Bing and Yahoo.

Through our Get Me Everywhere product we take the risk and time involved in doing this manually away from you and provide you with the perfect platform to allow your business to get the right levels of exposure across the Internet.



Distributed content
on major search
engines and websites

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Thomsonlocal.com listing

Your Company Name Here


01234 5678910

[Visit website](#)
[Email us](#)
[Get directions](#)

1 Spring Court, Off Spring Hill/Kingswood, Bristol, BS151FD

- ✓ Alterations
- ✓ Conversions
- ✓ Extensions
- ✓ Maintenance
- ✓ Repairs

Premier Roofing based in Kingswood, Bristol are commercial roofers and roof repairers and work throughout Bristol and cover all surrounding areas including Thornbury and Bath. We supply and fit [...]



★★★★★

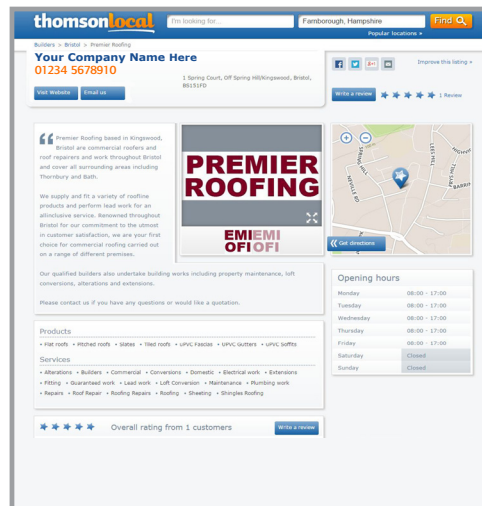
[View reviews >](#)

Our thomsonlocal.com product is a great way to get your business seen on our own online directory which generates 8.6 million monthly searches.

As well as your name address and phone number we also give you access to a tool that allows you to add all your company information and bring your online advert to life meaning your customers will have all the information they need before giving you a call.

Through our sophisticated content management tool you will be able to add 1,000 characters of profile text, 180 characters of promotional text, your opening hours, key services your business provides as bullet points and also images.

Filling in all this information and keeping it up to date is vital as it will help get you the right amount of exposure for your business and



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Rate Card 

Special Offers 

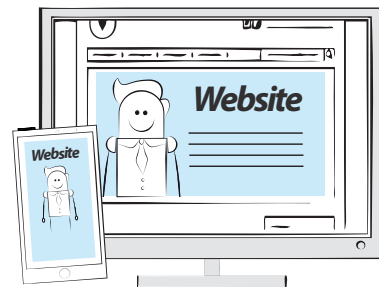
Local Lead Site (Website)

Our local lead sites (website) are designed to showcase your business in the most effective way possible. Built with best practice Search Engine Optimisation in mind helping to give you a positive impact on the leading search engines.

Your website will have up to 10 pages and will includes images, galleries and maps as well as 20 email addresses for you to use as you wish.

To ensure we show your website in the most effective way possible our website team will be in touch in 7 days to carry out a consultation in order to get all the key information around your business in order to create the website.

Another key feature of our websites is that we will build a mobile version meaning that you will be seen if your customers are looking on a desktop, laptop, mobile phone or tablet.

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Anecdotes

"Being visible for local search is the modern day equivalent of having the most prominent shop in the high street, the more you stand out, the more business you get"

"If you owned a shop in the high street you would make sure your shop window told people what you did and why they should buy from you; these days the search engines are busier than any high street so you need to make sure what you do is highly visible"

"When you are out shopping you tend to stick to main shopping precinct as you assume that all the businesses you need are there; the same is true of local search if you don't show up people aren't going to go looking for you"

"Focussing just on Google is the equivalent of only accepting business from the central postcode areas of your town, it would ignore the opportunity presented by the thousands of people in the suburbs and surrounding villages or in this case Bing and Yahoo"

"If somebody phoned up asking about your services you would expect your salesman to tell them everything they need to know in a way that makes your business seem the obvious choice, if he didn't do that consistently you would fire him; your online presence is your virtual salesman"

"If you wanted a wall building you wouldn't hire a chippy, in the same way if you want the best results from a PPC campaign you need to use a PPC specialist not a jack of all trades."

"If you wanted to build a house you would need numerous people all with different skills from bricklayers to electricians and decorators; digital marketing campaigns are the same you need an expert for each activity"

"I think I could probably build an extension if needed but it would take me a little longer and not be as professionally finished as if I hired a builder; it certainly wouldn't be of a sufficient standard to have other people asking me to build an extension for them"

"Generating leads at an affordable price is like snapping up a bargain at a house auction, if you can spot the opportunities that have been missed by other buyers you can get away with a low bid. Online if you can identify people looking for certain services where there are few advertisers you can gain prominence at a cheaper price."

"A well designed website without additional promotion is like a Ferrari with a 1 litre engine, it may look good and get you from A to B but it won't perform to expectation"

"Having access to a content management tool so that you can build your own pages is like having access to all the ingredients that a Michelin star chef uses, you won't be guaranteed a slap up meal or a performance website"

"It's all about picking the right tools, you wouldn't try and win a grand prix in a robin reliant and you shouldn't use a generic website builder to produce a locally focussed website"

"A website without a corresponding mobile version is like car with no lights, only useful half of the time"

"As a trusted data partner thomsonlocal acts like a sat nav for Google, helping it understand which businesses can be trusted to which serve areas"

📍 The more often search engines are able to identify a business being mentioned, the more likely they are to return that business for a relevant search. This is similar to how we select a product or service in everyday life, the more often you get told about a company, the more likely you are to choose them over a business that it is not mentioned to you so much.

📍 Having your business name seen multiple times is the digital version of delivering flyers through letterboxes, with the added benefit of us doing it for you all in one place saving you time and energy and giving you the exposure you need on the leading search engines.

📍 Getting your name, address and telephone number in over 300 places is like having multiple votes for your website. The main benefit being that you are seen to be trustworthy, credible and reliable in the eyes of the leading search engines and therefore are more likely to feature positively on the results pages.

📍 Being visible for local search is the modern day equivalent of having the most prominent shop on the high street, the more places we can get your business details recognised the more chance you have of getting that all important exposure on the leading search engines.

📍 The process of getting your business recognised on over 300 websites can feel like building your business up from scratch, the time it takes can be significant and is time I'm sure you would rather be spending with your customers. Let us take care of building your businesses exposure and helping to drip feed new customers to you.

📍 Local Search can often be a complex process in order for you to be seen by your potential customers on the leading search engines. Let us do what we do best and get your name, address and telephone number in the places that matter meaning you can focus on the jobs that matter to you.

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Pain Point

Permission Statements

In order for our 'Pain point identification' conversation to be of high quality it must appear natural and be an engaged chat where you are simply trying to understand whether you can help.

To get the best from this stage of the sales process you will need the customer to feel at ease and want to talk to you about their business. One way of encouraging conversation is to use the right terminology when asking a question or trying to simply open dialogue with the person on the other end of the phone.

A 'Permission Statement' is simply a few words said at the beginning of a question that should lower defences and get the potential customer talking. Your 'Tone' and 'Pace' should be relaxed throughout and will add to the effectiveness of this technique.

Examples:

"Out of interest John...*Exactly which services do you offer?"*

"I was just wondering...*If I was to search on Google for what you do and where you do it, would I find you?"*

"I'd be curious to understand...*in your own words John, what would you say makes you stand out above your local competitors?"*

"I'd be interested to know...*a little more about what it is that you guys do online to market the services you offer in the local area?"*

"Can I just quickly ask...*how far afield are you willing to travel for the right type of enquiry/ lead?"*

"May I ask...*on a scale of 1 to 10 how busy would you say you are for the next 6 months?"*

Questionment



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Pain Point

Questiment

1. Based on results and feedback from our existing customers, I can tell you that for PLUMBERS just like you phone calls generated by internet advertising convert into actual work more than any other form of advertising (61%)...

I'd be keen to know if this was something that you were aware of?

2. The majority of PLUMBERS that we work with had only ever really considered Google as an option because they weren't entirely clear on the benefits of advertising in other places like Bing. The cost of a phone call through alternatives to Google can be up to 10% less with the added advantage that traffic to Bing is expected to increase significantly now that Iphone and Ipad will set it as the default search setting...

Can I ask quickly, what is your understanding of how PLUMBERS can promote themselves across multiple search engines?

3. The number of searches made on Smartphone's and tablets continues to increase and as a result we are speaking to more and more PLUMBERS like you that are focusing on advertising on mobile in fear of missing a trick...

I'd be keen to understand how important you feel it is for PLUMBERS to be easily visible on Iphone, Ipad etc?

4. The two common concerns we hear when speaking with PLUMBERS around generating local work from the internet are that it can be very time consuming when compared with the return it brings and secondly that many forms of online advertising are risky in terms of consistent and obvious results...

Are these things that you have experienced yourself?

5. The monthly cost for advertising packages that include all areas of search can cost as much as £3k at the bottom end, this is why historically the larger companies have managed to take a larger piece of the pie...

Out of interest, what do you think would be an affordable monthly amount for something that would promote you across search engines both on mobile and desktop?

[Permission Statements](#)[Back to Script](#)

CLOSE

Assumptive

"So, should we go ahead & get that set up for you then John yes."

"If that's something you would like to go ahead with John, all I'm going to need is your sort code and account number to set up the direct debit.....do you have those to hand?"

"Now, if you're happy to set that up today we'll have everything up and running on the internet within a maximum of 28 days John ok."

"So John, if you're happy and have no questions all we need to do is set the direct debit up which takes a minute or two and then we can get you up and running within 28 days ok."

YES

Continue to consolidate **Hurdle 8**

NO

Continue to Objections **Hurdle 7**

CLOSE

Alternate

Based on everything we have spoken about today, there are a couple of payment options for you.

You can pay the whole amount upfront and receive a 5% discount
or
Spread the payments over 12 interest free direct debit installments.

WAIT FOR RESPONSE

There are a number of different payment levels on offer from £135 to £510, which one would you like to go for?

YES

Continue to consolidate **Hurdle 8**

NO

Continue to Objections **Hurdle 7**

Direct Debit paperless Script

CHECKLIST

Assuming the payer has agreed to buy and asks, for example, to pay by monthly Direct Debit & the monthly amount to be debited has been agreed. Ok thank you. To avoid delay and to save you having to fill in any paperwork I can set up your Direct Debit instruction right now over the phone. Would that be helpful?

Payer Agrees

Please can you confirm that you hold a UK bank / building society account and you are the account holder?

If no, seek another method of payment. If yes proceed.

Can I confirm that you are the only person required to authorise debits from this account?

If more than one person is required to authorise debits on the account, issue a paper DDI and close call (optional see section 16.3) If OK, capture bank details

Can you confirm the name of the account you wish to be debited?

Take details

Can you confirm the branch sort code of the account you wish to be debited?

Take details (if unsure direct caller to cheque book)

Can you confirm the account number of the account you wish to be debited?

Take details (if unsure direct caller to cheque book or bank statement)

Ask if they have used this account to make Direct Debit payments before as some banks or building societies may not accept Direct Debits for certain types of account

Apply modulus checking

Let me just confirm your account details back to you. The account name is XXXXX, is this correct?

Payer confirms

The account sort code is XX-XX-XX, is this correct?

Payer confirms

The account number is XXXXXXXX, is this correct?

MANDATORY SCRIPT

- Instalments will be collected on a monthly basis and you will receive a breakdown of the Instalment amounts and collection dates as discussed.
- The Company name which will appear on your Bank Statements against the Direct Debit will be thomsonlocal.
- You will be sent confirmation of this in the post within 3 working days of this phone call.
- All Direct Debits are protected by a Direct Debit Guarantee. I can read it to you now, or you can read it at your leisure once you have received it, which would you prefer?
- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit PSL re thomsonlocal will notify you five (5) working days in advance of your account being debited or as otherwise agreed. If you request PSL re thomsonlocal to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by PSL re thomsonlocal or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society.
- If you receive a refund you are not entitled to, you must pay it back when PSL re thomsonlocal asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify thomsonlocal.

CONFIRMATION

- I will just confirm your Bank or Building Society account details back to you.
- Your Account Name is XXXXX.
- Your Account Number is XXXXXX
- Your Branch Sort Code is XXXXXX
- Is that all correct?
- That completes the setting up of your Direct Debit Instruction.

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