

Incoming call script

1. Thanks for your call, So I can help you best would it be ok if I were to ask you a few questions?

How did you find us:

Date:

Name:

Address:

Contact Numbers ;Home:.....

Work:.....

Mobile:.....

Email Address:

Site Details;

Address:

Great thanks, (NAME) if it is OK I'd like to outline how we help people who are in the early stages of investigating their renovation options.

Is that ok?

The goal for this call is to find out if we can help you. In most cases we can in which case once we understand your situation we can suggest the next best step.

If we cannot help you or some else is better suited then we can refer you to that person. Is that ok?

Great.

1. We start by asking a few more questions to understand what you want and what stage you are at?

2. Then if I think we can help I will give you a brief rundown on who we are and the starting process we use to help people with their research and evaluation of their options. This is called the **Needs and options review**.

3. Then if we both ready to move forward we can arrange a time to meet and get the **Needs and Options review** started. Do you feel comfortable with that process? (If they say 'yes' to this then we are off to a good start, this is a trial close)

Great lets get started, I have about ten questions for you....

General Questions:

(Insert questions that are relevant for you, here are some suggestions)

1. Have you built or renovated before? Y/N If 'Yes' may I ask who it was? Ask "what did you like about that experience? (Listen) And what did you dislike:
2. Apart from you who else ultimately needs to be included in the <u>Needs and options review</u> process? (Another trial close, they are unconsciously agree to the next step)
3. When do you want or need the renovation completed by
4. Do you have a budget for this project yet?
5. What is driving the need for this renovation?
6. Is there any obstacles stopping you from moving ahead with this project once you have a clear picture of what you want and it fits within your budget? (We know money will be an issue so lets remove it as an obstacle at this stage to flush out any other obstacles)
7. Out of ten how big are each of these obstacles?
8. If you are building - Do you have a site already?

Disturb Questions:

	Out of TEN
We want to expose the fact they are missing key information. This increases the need for the <u>Needs and Options review</u> to bring clarity and certainty to the project.	
9. <u>Out of ten</u> how clear are you on exactly what you need?	
10. <u>Out of ten</u> how aware are you of all the various options your site will accommodate?	
11. <u>Out of ten</u> how confident are you that you are aware of all the legal requirements?	
12. <u>Out of ten</u> how aware are you of the process you will need to have in place to get the project completed on time and on budget	
13. <u>Out of ten</u> how confident are you that your budget will achieve your needs?	
14. Will you be wanting to run this project in stages?	

*Don't worry about not being able to answer these questions yet. **The Needs and Options review** will allow us to fill in the gaps and get you ready to move to the design phase.*

15. Is there anything else we should know?
16. Out of one hundred how important is this project to you?
13. What are the consequences of not doing this renovation?

Thanks for that. That is the end of the questions. Based on what you are saying I think we can help you.

*The first step you will need to complete is **Needs and Options review**.*

We design this process a few years ago because we there is a huge issue in the construction industry of people starting design and construction BEFORE they have fully done their research and homework.

People are trying to run before they have the walk mastered.

The consequence of inadequate upfront research of needs and options is like building a house on bad foundations.

The foundations are the most important part of the whole house because everything is built on top. Its very expensive to change the foundations once you have started to build on top of them. But vary easy to change them if they are simply lines on a plan.

So we spend a little more time on the research than most other firms who rush their clients into the design phase.

*Does that make sense? In fact we will only work with clients who are prepared to do the **Needs and Options review** properly. We will not rush this step. It only causes cost over runs later if we take short cuts and don't establish solid foundations.*

There are four important steps before building starts

- 1) Needs and Options review – which is the first step*
- 2) Sketch design*
- 3) Building documentation concept*
- 4) Contract management*

*The **Needs and Options review** is the most important step because it provides the foundational thinking that everything else builds upon.*

This service is \$795 and here is what we achieve

Enter your service here

Steps

Promise

What gets delivered

The valuable insights you gain from this first phase can be used by us or any other architect and will ultimately produce a better result for you.

But before we proceed we are very busy and only work on projects that fit our specific expertise and criteria

Why do you think YOUR project is a good fit for our firm?

Ok that sounds promising. Let's meet and get the first step completed.

*I am fully booked until (date) but have these two times available after then
(It is important to sound busy and in demand)*

Option A

Option B

*Before we meet my assistant will be sending you the following items by
(email/courier)*

(Insert your examples)

- 1) *My terms and conditions*
- 2) *An outline of the overall best practice process we developed*
- 3) *An invoice for the needs and options review*
- 4) *A questionnaire*
- 5) *Some information about me and the work we have done*
- 6) *A small gift which will surprise you*

Great, thank you very much for calling, I look forward to meeting you in person.