

CUSTOMER GATHERING SCRIPT

1- Contact

- Call prospective customer.
- "_____, I need your help and it's really important to me, do you have a minute?"
- "If it wouldn't cost you anything, wouldn't inconvenience you and would actually save you some money, would you do me a favor?"

2- Presenting the Service

- "I've started my own business because (insert your WHY here, tell them why you're doing the business). I'm working with Ambit Energy helping people like you save money on their energy bills."
- "It doesn't cost anything to become a customer, you're actually going to save money, there's no contract to sign (most markets), no interruption in service...in fact, the only thing that changes is that you'll be paying less for your energy."
- "Would you help me out by becoming my customer?" "Would you please support me and try the service for a few months?"
- If yes, follow the process you completed when enrolling yourself. Ideally, you should have your customer website up as you call them. Otherwise, immediately ask them to please give you the information you need: Name & address on the bill, account number, email. You don't need to go into any more detail about rates, travel rewards, referral program, etc. Move right into the sign up process.
- If no, ask why and repeat step 2 slower with an emphasis on the fact that this would mean a lot to you, and that you wouldn't ask them if it wasn't good for them too. If they say no again, ask them why and set up a 3 way call to perhaps help them with questions they might have.

(Option 2 if they say no):

- If no, you can also say ..."I am a little surprised by you saying no. Can I ask why you wouldn't want to save money and help me out?" Wait for response....in addition to (response) is there any other reason why you would not want to be my customer? If they say no other reason, or they give you an additional reason that is a real reason; If you can solve it, great. If not, say "_____ I don't know how to answer that but hold on a moment I am going to get an answer from someone who can (do a three way call)

RECORDED VERSIONS HERE:

www.ecfactorynation.com > Resources > Customer Calls

PHILOSOPHY / METHODOLOGY:

www.topambitleaders.com > Training > Gather Loyal Customers