

Introduction:

Agent: Hello, thank you for calling [Your Company Name]. My name is [Agent's Name]. How can I assist you today?

Customer: Hi, I'm interested in getting holiday lighting installed at my property.

Agent: Wonderful! We'd be happy to help you with that. May I ask, what area are you in? [Make sure they are in your service area, if they are, move on to the next question]

[Outside your service area] Agent: Thank you for reaching out to us. Unfortunately, it seems that your property is outside our current service area. While we're unable to assist you directly, we appreciate your interest in our services. Is there anything else I can help you with today?

[Inside your service area] Agent: Wonderful! We are able to provide our services in that area. Let's continue discussing your holiday lighting needs.

To better understand your needs, may I ask if you've ever had holiday lighting installed professionally before?

Option 1: No, I haven't.

Agent: Not a problem! We specialize in professional holiday lighting installations.

Agent: Do you have a budget in mind? [If below your minimum, let them know Unfortunately our Holiday packages start at [Specify your minimum] and go up from there. If you feel like your budget can fall into that area, we would love to have the opportunity to work with you] If not, thank them for the time and let them know to feel free to reach out to with any questions.

[Budget is above your minimum] Great, our Holiday packages start at [Specify your minimum] and go up from there.

Let me walk you through our process.

First, Our service is all inclusive. That means we install, service, take down and store the lights.

We will come out to your property and install the lights on an agreed upon day. Should you have any issues that arise during the season, we will be out to fix the problem within [Specify Time Frame] then we will take down and store the lights until the next season.

At [Your Company Name] We offer a leasing model so you do not have to worry about purchasing new lights year after year. All of our products are commercial grade which ensures they will be the brightest and most beautiful lights year after year.

We have also been trained and Certified. [Elaborate on what that means if needed]

Elaboration-We attended a comprehensive 2 day training program that covered electrical, roof line safety, as well as design principles and much much more.

May I ask how large is your property or the area where you'd like the lights installed?

Customer response:

Agent: Great! Are you interested in lighting up the exterior of your property, such as the roofline, trees, or other outdoor features?

Customer response:

Agent: Excellent! We offer a wide range of lighting options to suit your preferences. Next, are you looking for a specific theme or color scheme for your holiday lights?

Customer response:

Agent: Perfect! We have a variety of themes and color schemes available, or we can work with your ideas to create a custom design. Do you have any specific design ideas in mind?

Customer response:

Agent: Thank you for providing that information. Based on the information discussed, we can provide you with a detailed quote. What is the best day and time for my sales representative to visit your property to give you a proposal?

Customer response:

Agent: May I have your contact information, including your property address, name, phone number, and email address?

Wrap-up:

Agent: Thank you for taking the time to discuss your holiday lighting needs with us. We look forward to seeing you on [Date provided]. If you have any further questions or if there's anything else we can assist you with, please don't hesitate to let us know.