

Script for Setting Referrals

Mrs. Jones? (*Wait for response*). Good afternoon, I am _____ with RainSoft Water Treatment Company. Our company is in the water testing and treatment business.

The reason for my call is that I recently tested the water for the _____ family (*your co-workers, neighbors, relatives, etc.*), and they were so impressed with the test results that they told me that you should find out about the quality of your water.

If you like I'll be glad to come out and run some of these same tests for your family so you can see for yourself exactly what's in the water and how it affects your home and family.

Here's how we do it. We bring a portable lab out to your home and test the water at your kitchen sink right in front of you and your spouse. We find out what's in the water and how it affects your home, your health and your family.

In the event you do have a problem with your water and want to do something about it in the future, we just hope you'll keep our company in mind.

This is a free service. The only thing we ask in return is that both you and your spouse be present.

I'll be in your area _____ evening (*set the appointment 48 hours out*). Is 5 p.m. a good time, or would you prefer 8 p.m.?

Be sure to get first names of both husband and wife, correct street address with zip code, and the phone number and specific directions if necessary.

Self-set appointments should be set 48 hours in advance when possible so that the marketing department can adjust the number of leads they set for that night for the number of salespeople who will be available.

Please notify the marketing department with the name, address, zip code, and key map of your appointment along with the date and time for which you've scheduled the test.