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WINNING SERVICE CALL APPOINTMENTS

WHITE PAPER

Winning Service Call Appointments in **4 Easy Steps**

A high volume of inbound calls and emails does not automatically translate into an equally high number of service appointments. Booking a service appointment before the initial call ends is imperative. Taking control of the conversation from the start is the first crucial step in developing a lasting customer relationship and securing a positive return on investment (ROI).

Whether your company is a one-man show or has a dedicated customer service representative (CSR) handling all inquiries, winning service appointments is possible with some careful preparation. A winning strategy should include these four steps:

- 1. Answer the initial call immediately.**
- 2. Book the appointment within the first 60 seconds.**
- 3. Always rebuttal negations.**
- 4. Possess a friendly and winning attitude.**

Implementing these techniques will help control the phone conversation while conveying a friendly tone and a positive attitude.



Step 1: Answer the Call IMMEDIATELY

This step may seem like a no-brainer, but it is widely ignored and the best way to make a great first impression.

Nearly **100 percent** of customer interactions happen on the phone and winning service appointments begins with a rapid response to inquiries from potential clients.

In the Internet age, people are accustomed to instant gratification. They type keywords into the Google search bar and it magically lists results. People are busy and anticipate quick results. They will not hesitate to **move on** to the next company in the Google search results if you fail to meet their expectations.

This means, if you miss a call, consider that potential service call appointment lost. You want to answer the phone within 3 rings and in an absolute worst-case scenario, if you miss a call, return it within 1 minute.



Step 2:

Book the Appointment Within 60 Seconds

Ensuring a 90 to 95 percent booking rate is highly dependent on the first 60 seconds of an initial query.

We cannot emphasize enough the importance of following the call flow on the right of this page which highlights the importance of collecting the caller's name and address, followed by scheduling a convenient appointment time, within that short time frame. This is a proven winning strategy that has been used thousands of times over.

Setting the appointment upfront helps you take control of the conversation. You do not run the risk of the prospective client ending the call before you can complete the sales transaction. It also ensures you have their contact information in case the call is disconnected. Once they have committed to the service call offered, you can explain the service call fee structure and request information such as the appliance brand and details about the issue that prompted the customer to call.

The biggest mistake technicians make is talking themselves out of an appointment. Details do not matter if the appointment isn't booked!



Here is an example of how the call flow should be on every call.

Potential Client: "My refrigerator is not working right."

Servicer/CS: "I'm so sorry to hear that but we'll be more than glad to help you. Let me start by first asking for your first and last name?"

Potential Client: "Bob Smith"

Servicer/CS: "Thanks Bob, and what's your address?"

Potential Client: "12345 Street, Boca Raton, FL, 33431"

Servicer/CS: "Ok, I have a technician available today between 2-4pm, does that work for you."

Potential Client: "Yes"



Step 3:

Always Rebuttal Negations

Another common mistake amongst Appliance Repair companies is to allow someone off the phone after they get a “no” or “I will call you back” without any attempt of a rebuttal.

A “rebuttal” refers to an attempt to disapprove, contradict, or argue to overcome an opposing reasoning or evidence, by introducing another reasoning and evidence to destroy the effect of the previous one. If and when you get a potential client that says they do not want to book or that they wish to shop around, this is the ideal time to provide more details about your products or services and address any concerns the prospective client may have. What is the story behind your company? What makes your service company the best choice for the customer? This information will reinforce the decision to schedule an appointment. It also will pave the way for a long-term customer relationship.

While it is normal for prospects to want to shop around for the best deal, there is huge value in inquiring why they are hesitant to book with your service. Do not be afraid to use strong **negotiation skills** to keep them on the hook. The average prospect will say no **four times** before they are convinced enough to say yes. Be helpful and courteous yet persistent until you get that yes.

Here is an example of how the call flow should be when you receive an “I will call you back” or “I don’t want to book an appointment”.

Potential Client: *“Okay, I’ll think about it and get back to you.”*

Service: *“Before you go, let me tell you that our company has been owned by the same family for 20 years. We offer a 12-month warranty on labor and when we repair your refrigerator, the service call is free. I can assure you that we will provide you the best service. I have an opening today between 3-4pm. Does that work for you?”*

The key here is **to highlight key attributes about your company** and assume that they want to book the appointment. If the potential client has other concerns, take the time to address their concerns. Once you have obtained their name and address and tackled their concerns, it is easier for them to book the appointment with you than to spend time looking elsewhere.



Step 4:

Possess a Friendly and Winning Attitude

One of the best things you can do to win an appointment is to smile.

A smile actually causes your voice to sound different. **Auditory smiles** trigger the same reaction as a smile that the listener can see. When you smile and sit up straight during a conversation with a potential client, you feel more confident and positive.

A little courtesy and friendliness go a long way in improving your closing percentage. Make every effort to tell the prospective client that they are welcome and appreciated. That winning attitude will let the customer know that your company is happy to serve them.



Here is an example of how a winning attitude can seal the deal.

Potential Client: *"I know I'm calling late in the day, but I need my refrigerator fixed now."*

Servicer (smiling): *"We're here to help! In fact, I have a technician in your area right now. May I have your name and address so I can send them over? They will be there in about an hour."*

Potential Client: *"Thank you! I really appreciate that and am glad I called."*

This call has accomplished two separate objectives. **First**, the potential customer feels more at ease after hearing the auditory smile. **Second**, smiling and sitting up straight makes the servicer feel positive and confident in their ability to reassure the customer and meet their needs.



The Bottom Line

At AMJ Marketing, our number-one goal is to increase your closing rate and return on investment (ROI). If you're ready to put these skills to use, our team can send you live calls from local consumers actively looking for appliance repairs, daily!

Fill out the webform at

<https://www.amj-marketing.com/linkedin>



or call **866-562-9193** for more information.

