

## 5 Steps to a Conversation

### Step 1: Get Their Attention/Initial Qualifying

*Greeting: Hi, How are you doing today? (Will Vary)*

- 1. Have you heard what we are doing for free today?*
- 2. How long have you owned your home?*
- 3. When was the last time your kitchen was updated?*
- 4. How do you feel about your kitchen?*
- 5. What would you change to make it feel better?*

### Step 2: Qualifying/Building the Need LISTENING is key!

- 1. Let's start with your cabinets- what color are they now?*
- 2. What would you like to see instead something lighter or darker?*
- 3. Would you prefer to see a more modern or more traditional style?*
- 4. Would you change your layout or keep it mostly the same?*
- 5. What's most important to you about your kitchen?*

*\*\*Recap their preferences as a transition\*\**

### Step 3 Educate them on the Cabinet Makeover Process

*It sounds like your kitchen qualifies for our cabinet makeover service! It's a great way to update your kitchen in 3-5 days without a major renovation!! Here let me show you how it works- (Use the books to show 6 steps plus before and after pics)*

- 1. Removal-Doors, Drawers, old hardware*
- 2. Boxes are repaired and veneered*
- 3. Install new Drawers and Glides*
- 4. Install new Doors and Trim*
- 5. Accessories are installed (rollouts, countertop, crown molding etc)*
- 6. Clean Up! Full Use of your kitchen every night*

*Does that sound like something that could benefit your kitchen? So how interested are you in getting something done to your kitchen on a scale of 1-10? 1 being the next couple months and 10 being asap. Why didn't you rank it **Lower**?*

### Step 4: Offer the Designer as the Solution

*What I can do for you today is send a kitchen designer out to your home for **free**! When the designer comes out to your home they will show you all your options and answer all your questions to help you design your dream kitchen! They will also give you an exact price that will be a great budgeting and planning tool for whenever you are ready. Now with that in mind, are you more available mornings or afternoons?*

*Do you have a spouse? Are there any co-owners? Does that time work for them as well? I'm (insert your name) what is your name (Fill out the lead sheet) What is your spouse/partner/co-owner's name. Last name? Address, Phone numbers for both people. My first available appointment is Monday at 10 or 2 , Which of those would be best for you and spouse/partner/co owner (Use their names)*

### Step 5: Wrap up

***Go over appointment reminder card- get 5 commitments, remind them of the confirmation. Make sure the customer checks that ALL info is correct. Be sure to take good notes on what the customer wants to do Handwriting must be legible!! Have them scan the QR code to save the call info***