

5 Steps to a Conversation Verbiage to Memorize

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

"Let's start with your cabinets... What color are they now?"

"What would you like to see instead... something lighter or darker in **color**?"

"Would you prefer to see a more modern or more traditional door **style**?"

"Would you change your **layout** or keep it mostly the same?"

"What's most important to you about your kitchen?"

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, I'll show you how it works..."

Page 1 REMOVAL

"We start by saving your existing cabinet boxes, that's the most expensive part- next we are going to take off all of your old doors, drawers, hinges and hardware and throw them in the garbage and then replace them with all BRAND NEW.

Page 2: REPAIR AND VENEER BOXES

"As far as your boxes go we will sand those down, repair them if necessary, and then we wrap your boxes in a high grade veneer bringing them back to a factory finish that makes them look and feel brand NEW!"

Page 3: INSTALL DRAWERS & GLIDES

"You get all NEW drawers & glides that will be installed..."

Page 4: INSTALL DOORS & TRIM

"...as well as brand NEW custom doors & trim to the color and style of your choosing!"

Page 5: ACCESSORIES INSTALLED

I forgot to ask- how is your storage and organization? "Any accessory that you can dream of will be installed... anything that a new kitchen can provide, the cabinet makeover can provide too!"

Page 6: CLEAN UP

"The best part is that the installers clean up at the end of each day, as well as at completion, so you get FULL use of your kitchen every night! You will never be without the

use of your kitchen! That means not doing the dishes in the bathtub or having to eat out every night!"

BEFORE & AFTER PHOTOS: Here are some before and after photos.

"Does that sound like something that could benefit your kitchen?"

So, on a scale of 1-10 with 1 being the next few months, and 10 being as soon as possible where does your kitchen project fall?"

"Why didn't you rank it lower?"

Step 4: Offer The Designer As A 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 planning and budgeting tool for whenever you are ready." "Now with that in mind, are you more available in the mornings or afternoons?"

"My name is ____ (insert your name). What is your name?"
Would you spell your last name?

"Do you have a spouse?" (If yes, get their name)
"Are there any other co-owners?" (If yes, get their name)
What is your phone number?
What is _____'s number? (Use their name)
What is your address?
What is your email?

"My first available appointment is Tuesday at 10 or 2. Which of those work better for you and ____." [spouse / partner / co-owner] ^ **Use their names!**

Step 5: Wrap up

"Pull out your phone and open up your camera"

*(Make sure you walk them through the prompts & watch them hit the save button on their phone)
Prep them for the confirmation call once they have saved the QR Code in their phone and have looked back up at you*

"This is the MOST IMPORTANT part, we will be calling to confirm. When you see Home Depot Cabinet makeover calling, make sure to answer or call right back so that you talk to us!"

"To make sure we're on the same page. This appointment is for... "

NEW DOORS: "...for NEW DOORS, no major layout changes. There will be no painting or staining. Okay?"

OWNER SECTION: "You as well as ____ (*insert name*) are the *only* owners of the home and you've owned it for X months/years correct?"

SPOUSE / DATE & TIME: "I have you down for ____ (date) & ____ (time), and that date and time works for *both* you and ____ (pending checking with *insert name* first, of course). Correct?"

TWO HOURS: "The kitchen designer will give you 2 hours of their time, that way you don't feel rushed, and all your questions can be answered, if you want to speed that up go on pinterest or google to have pictures to show the designer when they get there"

INITIALS: "Would you take a look and confirm that I have all your information correct, especially your phone number? Perfect. Initial here- That gives us permission to call you."

(Hand them Appointment Reminder Card) "This card is for you- Remember, this is the most important part: When you see Home Depot Cabinet Makeover calling, make sure to answer or call right back so that you talk to us. Have an amazing day!"