

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?" (**ACKNOWLEDGE EVERYTHING**)

Step 2: Qualifying/Building The Need

(**LISTENING is key! One question at a time and pause for the answer!**)

"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 **style**?"

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

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

*** **ECHO (recap their likes / dislikes as a transition)** *** If they meet the requirements, then move on to Step 3! [Determine their need / interest, if there is none, then move on to the next person.]
[Otherwise, ask questions to gain knowledge about their current vs. dream 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..." (**Use the books to show the steps, plus before and after pictures**)

- a. "Removal of Doors, Drawers, and Old Hardware."
- b. "Boxes are Repaired and Veneered."
- c. "Install New Drawers and Glides."
- d. "Install New Doors and Trim."
- e. "Accessories are installed (rollouts, countertop, crown molding etc)."
- f. "Clean up! Full use of your kitchen every night!"

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

"So we know for scheduling purposes, how important is it to you to get something done to your kitchen on a scale of 1-10? 1 being the next few months, and 10 being as soon as possible." "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 budgeting and planning tool for whenever you are ready." "Now with that in mind, are you more available mornings or afternoons?"

(GET YOUR "**MICRO-YESSES**" aka Fill Out Lead Sheet FIRST)

"My name is ____ (insert your name). What is your name?" (**fill out the rest of lead sheet – spouse, address, phone number etc**)
"Do you have a spouse?" "Are there any co-owners?" "Does that time work for them as well?"

(**FILL OUT LEAD SHEET BEFORE OFFERING DATES/TIMES**)

"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 the **Appointment Reminder Card** & have them **SCAN the QR CODE** to get the Cabinet Makeover contact information.
(Make sure you walk them through the prompts & watch them hit the save button on their phone)
Get the **5 commitments** and remind them of the confirmation call.

The 5 Commitments:

1. Customer must be a homeowner.
2. All homeowners must be present for the consultation.
3. Customer needs to have a genuine interest in updating their cabinets.
4. Customer must have 2 hours available for the consultation.
5. Book the appointment for the soonest day possible (3-7 days out). **Make sure the customer checks that ALL their information is correct.**

Be sure to take **good notes** on what the customer wants to do. Handwriting **must** be legible!