

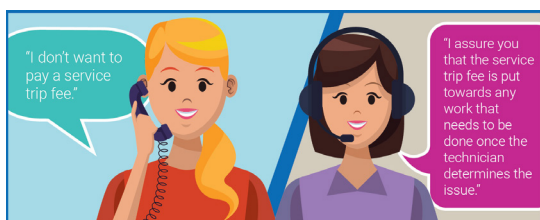
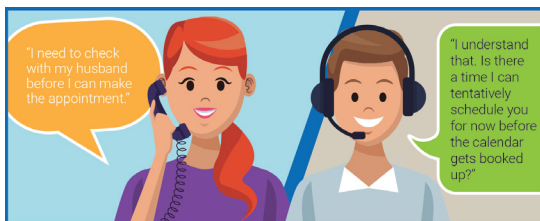
How to Overcome Common Caller Objections and Set the Appointment

It's easy to assume that every time the phone rings, that caller wants to book an appointment with your office for their need.

Sadly, that is not always the case.

As call handler or office manager in a the home services industry, you know there are a myriad of reasons that a caller may be interested in your company, yet fail to book the appointment with you.

Below are some of the most common reasons or excuses that a call can end without the appointment being booked – and how to overcome those objections and get the prospective customer to set an appointment with your company by the end.



1 The caller needs to check with someone first.

The key in this objection is to still get the scheduled “tentatively.” This way, you will not lose the caller to another potential company that they may call in between checking with someone else.

2 The caller is looking for a price quote.

Most companies do not give price quotes since jobs differ, and an accurate estimate is difficult to assess without seeing what needs to be done in person. Explain this to the caller, and why this is actually more for their benefit and clarity.

3 The caller has to check their schedule or has scheduling issues.

This is another situation where at least getting a tentative appointment on the calendar is a tactic to make sure the caller will book with you instead of another company. You can also try moving around other appointments if necessary.

4 The caller does not want to pay a service trip fee.

Explaining the worth of your company is vital in regards to this opposition to booking with you. Make sure the caller understands the value you deliver and why a service trip fee is necessary for superior service and how it works into the total pricing.

5 Call Handler didn't ask the caller for an appointment.

If the caller phones in to inquire about something but ends up hanging up without even being asked for an appointment, then it is the call handler's fault that no appointment was booked. Stay in control of the conversation and be sure to get to the ultimate goal – helping that caller and making them a customer of yours.