



# FACET RENOVATIONS

## BDC WordTrax: Mastering Customer Conversations

You're the first spark in our process—your words set the stage for quality appointments and big wins. Use these responses to handle objections, set clear expectations, and empower our sales team to close deals. Let's thrive together!

### Objection: 'I'm not making a decision that day'

Customer says: "I'm not making a decision that day."

Reponse: "No worries at all! Our design consultant will give you a full rundown—pictures, measurements, product options, and an exact price—giving you the chance to decide right then if it feels right. If you choose to wait, that's totally fine; we'll hold your initial price for 90 days, offer a 10-day discount, and have tools to adjust if cost is your focus. We just want everyone involved to have that option from the start."

*Rationale: This reassures them they're not pressured, highlights the detailed process, and sets the expectation that a decision is possible. The 90-day lock and 10-day discount incentivize attendance, while the flexibility shows care, ensuring all decision-makers are mentally engaged for a better sales outcome.*

Customer says: "I don't need everyone there to decide."

Response: "We get it, but our design consultant packs the visit with industry insights, material comparisons, and live design work—info that's tough to pass on accurately. Having all decision-makers there ensures everyone gets the full picture and can grab any time-sensitive perks we might offer."

*Rationale: This emphasizes the value of the appointment's depth, encouraging full attendance without sounding pushy. It sets expectations for a comprehensive experience, giving sales a stronger chance to close by aligning all parties.*

## Objection: 'Why do you need my phone/email/contact info?'

Customer says: "Why do you need my phone/email/contact info?"

Response: "Great question! We got your info from one of our marketing efforts and just want to confirm it's correct so we can stay in touch effectively. Rest assured, we won't sell it or share it with anyone outside our team."

*Rationale: This builds trust by explaining the source and purpose, addressing privacy concerns. Accurate contact info ensures smooth communication, setting up a quality appointment and reducing follow-up friction for sales.*

## Objection: 'Can you give me a ballpark price over the phone?'

Customer says: "Can you give me a ballpark price over the phone?"

Response: "I'd love to help, and our projects range from \$3,000 to \$80,000 depending on the scope. But it'll make the most sense to have a design consultant visit to assess your space, design your project, and guide you on what's essential versus aesthetic. That way, you'll get an exact price and can decide how to proceed with confidence."

*Rationale: Providing a range satisfies curiosity while redirecting to the appointment, where your detailed process shines. This sets expectations for a personalized quote, giving sales the edge to close with a tailored solution.*

## Objection: Other Companies Coming (Subtle Discovery)

Customer implies or doesn't mention others.

Response 1: "We're excited to help you get started—are you exploring options with any other folks right now, or is this your first step in the process?"

Response 2: "It's great you're looking into this—have you had any other visits lined up to check out your project, or are we kicking things off for you?"

*Rationale: These open-ended questions subtly uncover if others are involved without pressure. If first, schedule early to set the standard. If others are planned, request the last slot to leverage your superior process and incentives, boosting closure odds.*

## General Non-Appointment Topics

Customer asks: [Any question outside appointment scope, e.g., 'How long does installation take?']

Response: "That's a great point! I'll note it for your design consultant to cover in detail during the appointment. Let's get that scheduled so they can give you the full scoop."

*Rationale: This keeps the focus on booking, ensures all details reach sales, and avoids overcommitting over the phone, setting a professional tone for the visit.*

*Your knack for these chats builds trust and sets up sales for success—every win boosts your commissions. We're here to back you up!*

*A luxurious look. A cut above.*