



Opening

"Hi thank you for calling Protect America, my name is _____ and I will be your security specialist today, who do I have the pleasure of speaking with? Great I hope you're having a great day today! Mr./Mrs. _____, my role here as your security specialist is to provide you with the best customizable solution when it comes to protecting you and your home, and do that at the best value we can today. In order to do this, I'm going to ask you a few brief questions, let's start with an easy one, what's the city, state, and zip of the property to verify coverage in your area?"

(WE MUST FIND OUT WHY THEY ARE CALLING! WHAT IS THE EMOTIONAL REASON?)

"What's your experience with security in the past?"

"What do you know about home security?"

"What's the visibility look like in the neighborhood?" (LFTB yard sign when you get to that point)

"What in a security system gives you the most peace of mind?"

The purpose of asking these questions early on in the conversation is to build a solid foundation into the discovery questions we will be asking them to best customize a solution

(MAKE SURE WE ALWAYS THANK THEM FOR THE INFORMATION! THIS SHOWS THAT WE CARE AND WE ARE LISTENING)

"Ok Mr./Mrs. _____ now that I have a good understanding of why you're looking into security as an option, let's talk about the home."



Digging Deep

(Keep it open ended)

"Talk to me about the entry points you'd like to protect"

"Which part of the home are you most concerned with?"-(LFTB motion,glass break)

"What type of communication do you have in the home?"

(Always pitch cell if you can)

"How important would it be for you to be able to control the system from your phone if you're away?"

- (LFTB SMART Connect)

"How often are you away from the home on a daily basis?"

"What is your pet situation?"

Always write your LFTB's off to the side so you have them for ammo

Summary

(Summarize what they told you so you don't miss anything, and so they know that you were really listening to understand)

After you have fully discovered, you will take the information they have given you and personalize the features to them. This is your "LINK, FEATURE TO BENEFIT"

"Ok Mr./Mrs. Customer, before I tell you what solution we have for you today, let me give you some features I believe you will benefit from "

Now LFTB with the info you gathered

Then pitch price and solution

Then go for the CLOSE.



1

During the introduction

"We changed our mind; we're no longer interested" OR "I am busy right now" OR ANY OBJECTION YOU GET IN THE OPENING.

I understand, but I have 2 questions for you:

Obviously, the protection of your home, family, are important to you correct? I can also assume that your families' protection and peace of mind is worth investing one dollar per day right?

Since the answer to both of the questions are yes, in the next few minutes I will explain to you how you can get your family protected at the most affordable rate. If you like what you hear we will go forward, and if not you can tell me no. Is that fair enough?

You should use this rebuttal when you are faced with ANY smokescreen at the beginning of the presentation.

Example:

Customer says: "I didn't submit any information online"

"That was a mistake. I tried to back out of the survey"

"I changed my mind. I am not interested in that"

"I can't afford anything right now"

2

In the middle of the presentation

Does this include all of my windows/doors? /how long is the contract?

That's a great question; and we have different options for you.

Remember, my job is to customize your package to meet your family's specific needs. You will probably have plenty of questions, and I will cover all of your concerns. If I leave anything out, be sure to remind me at the end of the call. So, as I was saying....



3

I need to talk this over with my spouse.

(Customer is afraid to make a decision.)

I certainly understand your need to talk with your spouse before making a decision on home security.

But, other than that, would there be anything else preventing you from moving forward on this today? Based on our conversation earlier I know that you and your spouse have been thinking about home security for some time now, right? You stated that the reason you and your spouse had not moved forward with your family's protection was _____. Do you feel like our system is able to help meet that need? You've been discussing it for some time, and your spouse may be upset about you making the decision without them at first, but providing your family a safe home is still the right thing to do. It is probably just as important to your spouse. So let's go ahead and get this done, what is your email address?

4

I don't want to be obligated for three years.

I understand your concern when it comes to a 36 month agreement.

I understand your concern when it comes to a 36 month agreement. But, other than that would there be anything else preventing you from moving forward on this today? Most companies have a five, four, or three-year agreement. Ours is three years. You would definitely agree that crime will not get better over the next three years correct? (Pause) As a matter of fact you would probably tell me crime would get worse in the next three years wouldn't you? Since your system is wireless and transferrable to the person that buys your home should you move, it is really nice to know the agreement will keep your rate locked in and keeps you from having an interruption in service when you really need it most. It also enables us to provide you protection without charging you hundreds or even thousands of dollars up front for a basic system. We spend a thousand dollars up front on our system and we will earn your business for years to come with our outstanding customer service to make any profit at all. I would assume that you will want to guarantee your monitoring rate for the next 36 months, and there will never be a time that you would want to stop protecting your family, wouldn't you agree?



5

I don't like the EFT.

I understand your concern and I can assure you that EFT is a safe and efficient way to pay for your monitoring.

We invest over \$1000 upfront and only collect your first month of service and your shipping cost. The one thing we cannot afford to do is jeopardize your business on our behalf. Our goal is to keep your business a lot longer than three years by not only providing you with a great system, but also great customer service. Would you like to set that up through your checking or savings account or credit card?

6

I'm shopping around.

Who are you going to look at? (See comparison chart) or take customer to "ADD TO CART" sections on all competitor's websites.

7

I don't have access to a computer. I am not able to get online right now.

I understand, but other than that would there be anything else preventing you from moving forward on this today?

Ok what I am going to do is fax you the agreement. If you do not have access to a fax, I will locate one close to your location. What is your fax number?



8

I can't make a decision today. My house will not be ready for 2 or 3 months.

I understand, but other than that would there be anything else preventing you from moving forward on this today?

What I can allow you to do is order your alarm system now, and install in your current property. Once you relocate, you can simply move the system at the appropriate time. That way you can benefit from the savings today and not have to pay a lot of money later on. Is that fair enough?

9

I have never heard of your company before. I need to do a little research and I will call you back.

I understand, but other than that would there be anything else preventing you from moving forward on this today?

I know sometimes situations make you leery about doing business with a company that you have never heard of, but have you ever looked for home security system before? If not, then the reason that you have never heard of us is because all of our marketing is directed towards individuals that are potentially going to add protection for their home and family. So we don't do any mass marketing via television or sponsorships of major events like some of the companies that you may have heard of before. The savings on advertising budget gives us the ability to provide an upgraded wireless system that most companies charge \$300 for with little or no upfront cost. So what is your email address?



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I am very interested, so can you mail or email me a brochure?

I understand, but other than that would there be anything else preventing you from moving forward on this today?

I wish it was that simple: As a company, we want to give our customers the fastest and most efficient way to make a buying decision. While I am on the phone with you as your consultant, I can answer any questions and help you make an educated decision a lot better than an email or brochure wouldn't you agree? So can you meet my qualifications and once we get online, I can show you certain benefits. Fair enough?

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I don't have any money today. Call me in a few days and I will have an answer for you.

I understand, but other than that would there be anything else preventing you from moving forward on this today?

I understand, but other than that would there be anything else preventing you from moving forward on this today? What I will do is complete your process with you now so that you can receive all the promotions. We will hold the first month of monitoring and shipping until _____, fair enough? What is your email address?



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I never buy from the first company I talk to. I am waiting to talk to a few companies before I make a decision. ADT is coming to my home in a few days.

I understand, but other than that would there be anything else preventing you from moving forward on this today?

Well Mr/Mrs._____ Its funny but I have the same rule also, however; there is a reason for that rule. Usually the first companies I talk to either can't or will not meet all my needs and concerns so I have to continue my search for a company that will. Have I made sure that all your needs and concerns will be taken care of so far and do you like the system and how everything works? So I see no reason for you to keep up all the work of interviewing companies when you know and said yourself that you have found a great one in Protect America and are happy with everything!

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I definitely want to look at the Better Business Bureau before I make a decision.

I understand, but other than that would there be anything else preventing you from moving forward on this today?

If I can provide you with a satisfactory solution that will put you at ease, do you see any reason why we wouldn't be able to satisfy your safety concerns right now? Ok let's go to www.topconsumerreviews.com and we can view what actual consumers say about our products and services. We also have testimonials available which we can view. Are you online yet?



14

I want to talk to my local company first.

I understand, but other than that would there be anything else preventing you from moving forward on this today?

Let me ask you this, what would be the benefit of going with a local company in your mind? (Local tech if something breaks, I only do business with people that are here in town, etc.) Well Mr. /Ms Johnson, I can see how with other products and service that you have had in the past what you've mentioned having a local company would be a benefit. However, with a wireless security system you don't need to have a "local" company to experience the same level of service. If any part of your system malfunctions we will diagnose the problem over the phone that day, and have it fixed the very next day. Where as with a local company it might take a tech a couple of days just to come out and diagnose the problem and another week to have time to fix it. Further more, do you know where the monitoring facility is in your town? (Not the police station) Most "local" companies outsource the monitoring of their equipment possibility out of the country... so, how local is that?

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I just don't need it at this time / I need to think about it.

Ok, let me ask you, what plans have you made so far to provide protection for your home and family?

I can understand if you're not seeing a direct need for a home security system right now. If I can provide you with a satisfactory solution, do you see any reason why we wouldn't be able to satisfy your safety concerns right now? Quite honestly maybe you never will, but the question I have for you is, should you have a home security system? And the answer to that question is pretty easy right? So think of it like this, it's really no different than car insurance, it's better to have it and not need than to need it and not have it. Not to mention, you probably spend a lot more than \$30 a month on things that you don't need, just like we all do. So why not invest that money into your home instead? Is that fair enough? So what is your email address?



16

I can't make a decision today. I never make quick decisions.

I understand your concern when it comes to making quick decisions regarding purchases.

Usually, when my customers feel they can't make a decision it is usually because of few different issues. First, consumers want to make sure they are getting excellent value in the product. The alarm system is the Consumer's Digest Best Buy. Secondly, consumers want to make sure they are getting the best price for a product. The wireless upgrade is a \$299.00 fee, but with you meeting a few qualifications, you have the opportunity to get the system for FREE. So if every company out there offered you free that is really hard to match. Last, you have to look at getting your family security as a CHOICE versus a DECISION. Customers spend days, weeks, even months searching for the best options, but in the end it is all about your family. So with that said, allow me to give one of the best products in the industry at the best POSSIBLE price and the BEST reasoning for you. Can you meet my qualifications?

