

# Talk Track Guide

State Soft Water  
2025



**This your talk track for team members to use in various situations when speaking with customers and potential customers.**

**Your Attitude is the first feeling customers get. Every time they think of you it will bring back those feelings – so ensure your attitude is set properly from the first interaction.**



# Inbound Calls

## Opening

Good morning/afternoon! Thank you for choosing State Soft Water. My name is [Your Name]. How can I assist you today?

## Contact

Start by fully understanding client's situation to best address needs:

Are they calling for service, parts, replacement, or for information about

## Gather Intel

- What specific issues are you currently experiencing with your water treatment system?
- How long have these problems been occurring?
- Have you had your water quality tested recently?
- What is the age of the affected equipment?
- Could you tell me where these systems are installed within your property?
- Are there multiple units or systems involved?
- Have you tried to troubleshoot anything on your own?
- How soon are you needing someone to visit / urgency of the situation?

End all with Thanks / Awesome / Good deal – and then lead to other questions / close.

## Connect

Building a personal connection to ensure accurate and complete service details:

- Gather Client Information
- What is your name, address, email, phone number, company they are with?
- Are you the decision-maker for property maintenance, or is there someone else we should coordinate with?
- Is this concerning a residential or commercial property?
- Who will be handling the financial arrangements?
- When is the best time, morning / afternoon?

## Set Expectations

- Thank you, [NAME]. We can arrive at your house/facility/building at (day/time). Will that work for you?

## Introduce Water Treatment Systems:

- Speaking of (whatever their issue is), have you considered the benefits of a (water softener, water purification system)? These units not only provide endless pure water while eliminating buildup, but they are also energy-efficient with virtually zero maintenance and boast a 99% uptime, minimizing service disruptions. This could be a game changer in improving your health, protecting your household appliances, and enhancing the flavor of beverages and cooking. Would it be helpful if I shared how a (type of system) could specifically address your needs and save money in the long run? (lead to close)

## Selling Points

State Soft Water excels in providing swift, adaptable services and we are not tied to any specific brand, we can ensure that you receive a solution perfectly suited to your needs.

Plus, all our work comes with a solid guarantee of quality. Based on what we've discussed, would you like to proceed with pricing for a water treatment system? It seems like it could be the perfect solution for your needs.

## Closing

- Thank you, [NAME]. We are all set to meet you at [ADDRESS] on [DATE + TIME]. If any other questions or specific requirements come to mind in the meantime, don't hesitate to reach out. We're here to make this as smooth and beneficial for you as possible.

## Key Questions Throughout the Call

- Have you noticed any inconsistencies with your water quality or hard water buildup?
- Have you had your water quality tested recently?
- Are there any other areas where you're looking to enhance efficiency or reduce costs?
- Is there anything else you'd like us to check or any other upgrades you've been considering?



# Outbound – Water Treatment

## Introduction

Hello, this is [Your Name] from State Soft Water. How's your [morning/afternoon/evening] going? Thank you for taking the time to speak with me today. We specialize in improving the quality and safety of water for both residential and commercial properties. Are you aware of the benefits our advanced water treatment systems can offer to a property like yours?

## Engage in Discovery Conversation

I'd like to understand more about your current water quality and any concerns you might have. Can you tell me:

- What issues, if any, have you noticed with your water quality?
- How often do you encounter problems like scale buildup, staining, or unpleasant tastes and odors?
- How do these issues affect your daily operations or home life?

## Pitch

Based on what you've shared, addressing these water quality issues could significantly enhance your experience. Our water treatment systems are designed to tackle problems directly at the source, providing consistently pure and safe water. This means:

- For businesses: Imagine the impact on operational efficiency with reduced scale in machinery and improved overall water quality for use in your services. This could translate to lower maintenance costs and enhanced customer satisfaction.
- For homeowners: Enjoy the peace of mind that comes from having access to safe, clean water throughout your home, reducing risks associated with contaminants and the wear on your appliances.

## Benefits Specific to Business and Homeowners

- **Commercial Prospects:** Your business could benefit from reduced downtime and lower operational costs. Restaurants, hotels, and healthcare facilities, in particular, see a significant return on investment by ensuring their water systems are efficient and free from common contaminants.
- **Homeowners:** For homeowners, ensuring that your family has access to clean, safe water is invaluable. Our systems also protect your plumbing and appliances from scale and extend their lifespan, which saves money in the long run.

## Probing Questions

Let's consider your current setup:

- When was the last time you had your water quality tested?
- How often in the past year have you needed to address water quality issues?
- Are you looking to not only cut costs but also avoid the inconvenience of frequent maintenance?
- Would a system that provides reliable water quality make sense for your property if it meant fewer worries about water-related problems?

## Closing

Considering the benefits of reduced maintenance, improved water quality, and potential cost savings on utilities, investing in a modern water treatment system could be a great decision for you. Would you be interested in exploring some tailored options that specifically meet your needs? When would be a convenient time for our specialist to visit and conduct a free water analysis at your property?



# In-Home Water Test

"Hi [Customer's Name], this is [Your Name] with State Soft Water. How are you today?"

"I wanted to reach out because many homeowners, like yourself, are often unaware of what's actually in their water. Whether it's hardness, chlorine, or other contaminants, the quality of your water can impact everything from your appliances to your family's health."

"We offer a free in-home water test to give you a clear picture of what's in your water and how it's affecting your home. Would you be open to having one of our water specialists come out and test your water?"

## Why an In-Home Water Test is Critical

"The best way to determine what's in your water is to test it right at the source—your home. Every home has different water conditions, even within the same neighborhood. Municipal water can pick up contaminants from pipes, and well water can have minerals, bacteria, or even nitrates that affect your home and health."

Here's what our water test can show you in just a few minutes:

**Water Hardness Levels** – Hard water can cause scaling in pipes, appliances, and fixtures, leading to expensive repairs.

**Chlorine or Chemical Levels** – Many water supplies contain chlorine or disinfectants that can impact taste and even skin irritation.

**Total Dissolved Solids (TDS)** – Measures the number of particles in your water, which affects purity and overall quality.

**Iron and pH Balance** – Determines if your water could be causing rust stains, discoloration, or corrosion in your plumbing.

## How the Test Helps You

"The goal isn't just to tell you what's in your water—it's to help you find the right solution that fits your home, lifestyle, and budget. Some families just need simple filtration, while others might benefit from a full water treatment system to protect their home and improve water quality."

"By testing your water, we can customize a system that meets your exact needs—nothing more, nothing less. We believe in solving problems, not selling unnecessary equipment."

## Close & Scheduling the Test

"The test takes just 30–45 minutes, and there's absolutely no cost or obligation—just useful information for you. We'll even compare your results to recommended water quality standards so you can see exactly where your water stands."

"Would [Day & Time Option 1] or [Day & Time Option 2] work better for you? We'll have a specialist come out, perform the test, and walk you through what it means for your home and family."

(If hesitant)

"No worries, I totally understand. Most of our customers say they didn't realize how much their water was impacting their home until they saw the test results for themselves. Would it be helpful if I sent over some quick information before scheduling?"

## Reinforce the Value Before Ending the Call

"Regardless of whether you decide to move forward with a system, having your water tested gives you the knowledge to make the best choice for your home. We're happy to provide this service free of charge so you can make an informed decision."

"So, let's go ahead and schedule your free test—it's quick, easy, and gives you the facts about your water."



# Outbound - Survey

## Greeting

Hello [Customer Name], this is [Your Name] from State Soft Water. I hope you're having a wonderful day!

## Purpose of Call

I'm calling to personally thank you for choosing State Soft Water for your recent water testing and to check in on how everything is going. Our specialist [Technician's Name] was glad to assist you.

## Satisfaction Check

We are committed to your complete satisfaction. How has your water been since our visit?

### If All is Well:

- That's fantastic to hear! We're thrilled that everything is working smoothly and that you're satisfied with the results of our service.

### If There is an Issue:

- I'm sorry to hear that. Let's address this right away. Could you tell me more about what's not quite right? I'll ensure we get this sorted out for you immediately.

## Invoice/Billing Inquiry

I also want to make sure everything is clear on the financial side. Did you receive your invoice, and is everything in order with it?

### If Payment is Outstanding:

- Would you like to settle that now? I can assist you over the phone, or if you prefer, I can send a link to our secure payment portal.

## Water Treatment Solutions Offer (Pick solution / Water Softener, what they don't have)

I noticed during our last visit that you expressed interest in possibly enhancing your water treatment system. Did [Technician's Name] mention how you could benefit from our customized (insert service)? They're designed to improve water quality significantly and could be a great addition to your home or business. I can provide more details and even schedule a no-obligation consultation if you're interested.

## Solicit Feedback

Our goal is always to deliver a five-star experience. Could you share any feedback about our recent service? Your insights are incredibly valuable and help us improve.

### If Positive Feedback:

- That's wonderful to hear! If you have a moment, would you mind sharing your experience in a quick online review? It helps us a lot, and I can send you the link right now.

### If Negative Feedback:

- Thank you for your honesty. We take your concerns seriously, and I'm here to ensure that we address them. What can we do to make things right for you?

## Closing

Thank you for your time today, [Customer Name]. We value your trust in State Soft Water and are here whenever you need us, so don't hesitate to reach out. Have a fantastic day!

## Note Any Follow-Ups Needed:

- Schedule any additional service consultations if issues were reported or interest was expressed.

- Send payment link if needed.

- Send review link if customer agreed to provide a review.

- Offer more information or a signup option for new or upgraded water treatment solutions.



# Outbound – Estimate Followup

## Greeting

Hello [Customer Name], this is [Your Name] from State Soft Water. How are you today?

## Appreciation

Thank you for allowing [Technician/Salesperson Name] to provide you with an estimate for our water treatment solutions recently. We truly appreciate the opportunity to help improve your water quality!

## Discussing the Estimate

I noticed that we discussed moving forward with the [specific service or installation] we quoted. I'm reaching out today to see if you have any unresolved questions or if there's any additional information you need that could help you in your decision-making process.

## Addressing Questions

- If they have questions and you know the answer: That's a great question. Here's the information you need... [Provide the answer and confirm if it addresses their concern].
- If you do not know the answer: That's a great question. Let me note this down and I'll ensure that either I or [relevant technician or salesperson] get back to you with an accurate answer as soon as possible.

## If Ready to Proceed

- Fantastic! Let's look at scheduling an appointment to get everything set up for you. Our first available slot is [date and time], does that work for you?

## If Hesitant or Undecided

- I understand that these decisions take time. Could you share when you might be considering making a decision? We're here to assist in any way that can make your choice easier.

## If They Decide Against the Service/Install

- I appreciate your honesty. At State Soft Water, our aim is always to provide the best possible service. Could I take a moment to gather some feedback on what factors influenced your decision? Your input is invaluable to us.

## Soliciting Feedback

Regardless of your decision, our goal is to provide a five-star experience. We're continually striving to improve, and your feedback is crucial for us. Is there anything specific you think we could do better?

## Offer Additional Assistance

Is there any other assistance you require at the moment, perhaps another service or a different installation? We're here to help.

## Scheduling

If you'd like to proceed with booking a service, our first available appointment is on [Date and Time]. If that doesn't work for you, I'm happy to find a time that fits better with your schedule.

## Closing the Call

If an appointment is scheduled: Thank you for your time today, [Customer Name]. We look forward to serving you on [Date] at [Time]. If anything changes or if you have any more questions, please don't hesitate to reach out.

## End of Call

Thank you once again for considering State Soft Water for your water quality needs. Have a great day!





# Exit Interview

## Technician Completion and Summary

Hi [Customer's Name], I've completed the installation/service on your water treatment system. I'd like to go over what was done to ensure everything meets your expectations. Let's review the work that was provided.

## Detailed Overview of the Work Done

Today, I [describe the specific actions taken, e.g., installed your new water filtration system, replaced filters, checked all connections for leaks, etc.]. This should [describe the benefit, e.g., significantly improve the quality of your water, reduce contaminants, enhance the taste and safety of your drinking water]. I've also made sure to check the system settings to optimize performance and efficiency.

## Request for Feedback

How do you feel about the installation and the work that was completed today? Is there anything specific you'd like me to go over or explain in more detail?

## Addressing Further Needs

While setting up your system, I noticed [mention any potential observations or recommendations for future enhancements, such as adding a water softener or upgrading parts for even better performance]. These aren't urgent, but could further enhance your water quality. I can provide more details or arrange for a follow-up if you're interested.

## Assurance and Support

Please remember, all the work done today is backed by State Soft Water with a guarantee, and if any issues arise or if you have any concerns, don't hesitate to contact us. We're here to ensure your water treatment system functions flawlessly.

## Invitation

We value your trust in State Soft Water, and we're committed to providing you with the best service possible. If you're interested in regular maintenance plans which can help prevent issues and optimize your system's performance, I would be happy to provide more details.

## Closing and Appreciation

Thank you for choosing State Soft Water, [Customer's Name]. We appreciate your business and are here to support any further needs you might have. Before I leave, are there any other questions or concerns you might have?

## Documentation and Contact Information

Here's a copy of the service summary for your records, and my contact information is included as well. Feel free to reach out if anything comes up, or if you have questions in the future about how to maintain your system.



# Condemning Equipment Talk Track

## Technician Introduction and Assessment Summary

Hello [Customer's Name], I've completed a thorough assessment of your water treatment system, and I would like to discuss my findings with you. Could we sit down for a moment to go over this?

## Explaining the Condition of the Equipment

After inspecting your system, I've found several significant issues such as severe wear, potential safety hazards, and inefficiencies. Given the age and the current condition of your equipment, continuing to repair it would not only be costly but could also pose ongoing reliability and safety concerns.

## Rationalizing the Need for Replacement

The cost of repairs needed to bring your equipment up to standard is quite substantial. In fact, these repairs could cost nearly as much as, or even more than, a new system. Additionally, even with these repairs, I cannot guarantee prolonged reliability due to the unit's age and existing wear.

## Benefits of New Equipment

Replacing this equipment would not only ensure your safety and comfort but also offer improved efficiency, which can significantly reduce your operating costs. Newer models are designed with the latest technology, making them more durable and environmentally friendly. Also, new equipment comes with a warranty, providing peace of mind and protection for your investment.

## Offering Options and Guidance

I can show you some options that would fit your needs and budget. We have a variety of models, and we can discuss financing options as well, making the replacement process as manageable as possible. I'm here to help you find the best solution that ensures safety, efficiency, and reliability.

## Listening and Addressing Concerns

I understand this might be a lot to take in. What concerns or questions do you have? I'm here to help you through this decision by providing all the information you need to make the best choice for your home or business.

## Assuring Continued Support

If you decide to go ahead with replacing the equipment, I'll ensure that everything is handled smoothly—from choosing your new system to installation. We'll take care of everything, minimizing any inconvenience to you.

## Closing and Next Steps

Would you like to take a look at some options now, or would you prefer to schedule a follow-up to discuss this further? Either way, I'm here to assist you in every step forward.



# Technician Upsells

## Technician Introduction to Upsell Conversation

Before I finalize everything today, I've noticed a few opportunities where we could significantly improve the quality and safety of the water in your home. Do you have a moment to discuss some options that could enhance your environment and potentially reduce your long-term costs?

### Presenting Water Softeners

Given the hardness of your water and the issues we've discussed, you might benefit from considering a new water softener. Our latest models are much more efficient, reducing scale buildup which can extend the life of your plumbing and appliances. This not only lowers your maintenance costs but also enhances the overall quality of your water.

### Introducing Reverse Osmosis Systems

I also noticed concerns regarding the purity and taste of your drinking water. Have you considered upgrading to a reverse osmosis system? These systems provide excellent filtration, removing contaminants down to the molecular level, which significantly improves the taste and safety of your drinking water. They are compact and can be easily integrated under your sink, providing a continuous supply of clean water.

### Discussing Water Distillers

Another excellent option, especially if you're concerned about virtually all types of water contaminants, is a water distiller. Distillers are extremely effective in providing the purest water, removing bacteria, viruses, heavy metals, and chemicals. They are ideal for ensuring the highest quality of drinking water, which is particularly beneficial for health-conscious families or homes with medical needs.

### Highlighting Whole House Filtration Systems

Lastly, to address water quality throughout your entire home, I'd recommend considering a whole house filtration system. These systems treat every drop of water entering your home, reducing contaminants like chlorine and sediment. It's an effective solution for protecting your plumbing system and improving water quality at every tap and appliance.

### Inviting Questions and Discussing Next Steps

These upgrades can not only improve the comfort and safety of your home but also add value to your property. Would you like more detailed information on any of these options? I can provide brochures, cost estimates, and information on potential savings over time. We can also discuss financing options if you're interested.

### Handling Objections and Closing

I understand these are significant decisions. What concerns do you have? Whether it's about costs, the installation process, or the specific benefits of these systems, I'm here to provide you with the information you need to make an informed decision.



# Rebuttals

1. Objection: It's too expensive to upgrade right now.

Rebuttal:

I understand that budget is a major concern. However, investing in an updated water treatment system can offer significant savings over time due to reduced water usage and less strain on your appliances. We offer a variety of financing options to help make this upgrade more affordable. Would you be interested if we could find a plan that fits within your budget?

2. Objection: My current system is still working fine.

Rebuttal:

It's great to hear that your system is functioning, but even well-maintained systems can degrade over time, leading to inefficiencies or sudden failures. Upgrading to a more advanced system now can prevent unexpected issues in the future, ensuring continuous high-quality water and reducing the likelihood of costly emergency repairs.

3. Objection: I don't think the savings are worth the investment.

Rebuttal:

I can see why you might feel that way. However, the longer-term savings from using a more efficient system are considerable. Our latest systems not only operate more efficiently but also help in extending the lifespan of your plumbing and appliances by reducing wear and tear. Many of our customers find that the reduction in maintenance and utility costs makes the investment worthwhile. Plus, we offer financing options with manageable monthly payments.

4. Objection: I'm planning to sell my home soon, so I don't want to upgrade.

Rebuttal:

Upgrading your water treatment system can actually increase your home's market value and appeal to buyers looking for homes with modern, efficient utilities. A top-notch water system is a strong selling point, potentially speeding up your sale and increasing the final sale price. Investing now could lead to greater returns when you sell.

5. Objection: Installation seems like a hassle.

Rebuttal:

We aim to make the installation process as smooth and unobtrusive as possible. Our team manages the entire process efficiently, working around your schedule to minimize disruption. We'll ensure you are completely comfortable with the new system's operation through a comprehensive walkthrough.

6. Objection: I'm not interested.

Rebuttal:

I appreciate your straightforwardness. While you might not see a need right now, I'd like to leave you with some information about how our newer systems can enhance water quality, reduce costs, and minimize maintenance. This way, should your situation change, you'll have all the details necessary to make an informed decision. May I send you this information to consider for the future?

7. Objection: I need more time to think about this.

Rebuttal:

Absolutely, making an informed decision is crucial. I'd be happy to provide more detailed information and answer any additional questions you might have. Would it be okay if I follow up with you in a few days? This will give you some time to consider your options and ensure you feel confident about any decision you make.



# Inbound Lead Forms

## Greeting and Introduction

Hello [Prospect's Name], this is [Your Name] from State Soft Water. I received your inquiry through our website, and I'm here to help you with your water treatment needs. How are you today?

## Initial Inquiry and Needs Assessment

I see that you're interested in improving your water quality. To better understand your specific needs and provide you with the best solutions, could you tell me a bit more about what prompted you to reach out to us?

## Listening and Gathering Information

- What specific issues are you experiencing with your water currently?
- Have you had any water testing done recently?
- What type of property is the water treatment system for—residential or commercial?
- Are there specific concerns you have, such as hardness, taste, odor, or staining?

## Introducing Services and Benefits

Thank you for sharing that information. Based on what you've described, we can definitely help improve your water quality. We offer a range of solutions like water softeners, reverse osmosis systems, and whole house filtration systems that can address the issues you're experiencing. Our systems are designed to enhance the flavor of your drinking water, protect your appliances from scale buildup, and provide health benefits by reducing contaminants.

How soon are you looking to make a purchase? / Schedule an appointment?

Would you like a free water quality analysis?

## Education and Recommendation

For example, our reverse osmosis systems are particularly effective for improving taste and purity, while our water softeners are ideal for dealing with hard water issues that can damage your appliances and plumbing over time. I recommend starting with an on-site water test to accurately assess your water quality and tailor the best solution for your needs.

Are you open sometime this week for one of our techs to drop by and perform this test?

## Next Steps and Scheduling

Would it be convenient for us to schedule a time for one of our specialists to visit your property for a free water test? We can provide a comprehensive analysis of your water and discuss the most effective treatments to ensure you receive the highest quality water.

## Invitation for Further Engagement

We're committed to providing you with clear and healthy water. Is there a specific time that works best for you for our visit, or would you like more information on any of our systems before we proceed?

## Closing

Thank you for considering State Soft Water for your water quality needs. We look forward to ensuring that your water is as clean and healthy as possible. Have I addressed all of your concerns and/or needs today or do you have any other questions for me?"

## Documentation and Follow-Up

I'll send you a summary of what we discussed today along with detailed information about our water treatment options. This will help you review the benefits and make the best decision for your home or business. And of course, feel free to reach out with any questions in the meantime.



Your Marketing Experts are always available to help you along your business journey. Please don't hesitate to contact us with questions, ideas, or to brainstorm.



1515 E. Main St, Ste 333  
Weatherford, OK 73096



(405) 212-5221



[team@matyx.com](mailto:team@matyx.com)  
[team@lamplightdigitalmedia.com](mailto:team@lamplightdigitalmedia.com)



[www.matyx.com](http://www.matyx.com)  
[www.lamplightdigitalmedia.com](http://www.lamplightdigitalmedia.com)