

Talk Track Guide

Master Plumbers
2024



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

—— Tucker Pool



Inbound Calls

Opening

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

Contact

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

Gather Intel

- What specific issues are you currently experiencing with your plumbing or water system?
- How long have these problems been occurring?
- 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 Tankless Systems:

- Speaking of (whatever their plumbing issue is), have you considered the benefits of a tankless water heater? These units not only provide endless hot water, 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 reducing your property's energy costs and enhancing reliability. Would it be helpful if I shared how a tankless system could specifically address your needs and save money in the long run? (lead to close)

Selling Points

Master Plumbers 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 scheduling the installation of a tankless water heater? 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 temperature or heating performance 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 - Tankless

Introduction

Hello, this is [Your Name] from Master Plumbers. How's your (morning/afternoon/etc) going? Thank you for taking the time to speak with me today.

We specialize in enhancing the efficiency and reliability of plumbing systems for (type of business). Are you familiar with tankless water heaters and the benefits they can provide to an operation like yours?

Engage in a discovery conversation to understand their current situation and tailor the conversation:

- Can you tell me a bit about your current water heating system?
- How often do you face maintenance issues or downtime with your current system?
- In what ways has your current water heater impacted your operation?

Pitch

- Based on what you've shared, switching to a tankless water heater could be a game changer for you. Tankless systems provide continuous hot water on demand, which is ideal for high-demand environments like restaurants, hotels, and multi-family complexes, as well as for private residences.
- One of the standout benefits is reliability and 99% uptime. Unlike traditional water heaters, tankless systems don't store water but heat it as it passes through the device. This means there are fewer breakdowns and much less maintenance required.
- They're also incredibly energy-efficient, which can translate into significant cost savings on utility bills. For businesses, this efficiency can enhance your sustainability credentials, and for homeowners, it reduces household expenses.

Benefits Specific to Business and Homeowners

- Commercial Prospects: Imagine the convenience and savings for your business with virtually zero system downtime. Restaurants, hotels, and landlords particularly benefit from the operational consistency and lower operational costs.
- Homeowners: For homeowners, the peace of mind that comes with not having to worry about your hot water supply or frequent expensive repairs is invaluable. Plus, the space-saving design frees up more room in your home.

Probing Questions

Transition to probing questions that lead the customer to recognize the value themselves:

- How many times in the past year have you had to service or think about your current water heating system?
- Are you looking to reduce not just costs but also the headaches of dealing with frequent maintenance issues?
- Would a solution that offers less maintenance and more reliability make sense for your business or home if it meant you didn't have to worry about it?

Closing

- Given the reduced maintenance, increased uptime, and cost savings on energy, switching to a tankless water heater sounds like it could significantly benefit you. Shall we look at some options that fit your specific needs and perhaps schedule an assessment of how we can integrate this into your property seamlessly?
- When would be a good time for our specialist to come by and evaluate your current setup to provide a tailored proposal?



Outbound - Survey

Greeting

Hello [Customer Name], this is [Your Name] from Master Plumbers. I hope you're having a great day!

I'm calling to personally thank you for choosing us for your recent [Service Provided] and to check in on how everything is going. Our technician [Technician's Name] was pleased to assist you.

We're committed to your complete satisfaction. How has everything been with your HVAC system since our visit?

If yes, all is well:

- That's fantastic to hear! We're thrilled that everything is working smoothly.

If no, 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 make sure we get this sorted out for you immediately.

Invoice/Bill

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.

Annual Maintenance Offer:

If you're not yet a member of our service club, did [Technician's Name] mention how you could save [X%] on today's service with our membership? It's a great way to reduce costs and ensure your system is always in top shape. I can sign you up right now and apply your discount retroactively.

Solicit Feedback

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

If positive feedback:

- That's wonderful to hear! If you have a moment, would you mind sharing your experience in a quick 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'll personally ensure that we address them. What can we do to make things right for you?

Closing

Thank you for your time, [Customer Name]. We're here whenever you need us, so don't hesitate to reach out. Have a wonderful day!

Note any follow-ups needed:

- Schedule any additional service calls if issues were reported.
- Send payment link if needed.
- Send review link if customer agreed to provide a review.
- Signup or send more information on annual maintenance plans.



Outbound – Estimate Followup

Greeting

Hello [Customer Name], this is [Your Name] from Master Plumbers. How are you today?

Appreciation

I want to thank you for having [Technician/Salesperson Name] estimate your [whatever is in estimate]. We appreciate the opportunity!

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

If they have questions:

- If you know the answer: 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 they want 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 they are 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 Master Plumbers, our aim is always to enhance our 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, restate the date and time.)

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 Master Plumbers. Have a great day!



Technician Arrival

Hello, good [morning/afternoon], I'm [Technician's Name] from Master Plumbers. Are you [Customer's Name]? It's great to meet you. I appreciate you choosing Master Plumbers for your [specific service, e.g., HVAC maintenance or plumbing repair] needs today. How are you doing?

Engagement

Before I get started, I'd like to go over what I'll be working on today and see if there are any immediate concerns you'd like me to focus on. Could you show me where the [system/unit needing attention] is located? Also, have there been any changes in the system's performance since you last spoke with our team?

Expectation

As we discussed over the phone, today I'll be [briefly describe the service process, e.g., conducting a thorough inspection of your HVAC system, checking for any leaks, ensuring all components are functioning correctly, or installing/upgrading your equipment]. This should take about [mention the expected duration], depending on what I find during the initial inspection. I'll make sure to keep you updated on my progress.

Addressing Potential Concerns

If at any point you have questions or if there's anything specific you'd like me to explain in more detail, please feel free to ask. My goal is to ensure that you're fully informed about the work being done and comfortable with the process.

Reassurance and Availability

I also want to ensure that everything we do today addresses your needs and expectations. If there are additional issues or other services you think might be necessary, we can certainly discuss those and determine the best course of action.

Closing Remarks Before Starting Work

Alright, if everything sounds good to you, I'll go ahead and get started. I'll check in with you to provide updates and gather any feedback as I go along. Thank you again for choosing Master Plumbers, and please remember that your satisfaction is our top priority today.



Exit Interview

Technician Completion and Summary

Hi [Customer's Name], I've completed the work on your [specific service, e.g., HVAC system or plumbing repair]. I'd like to go over what was done and make sure everything meets your expectations. Let's take a moment to review the service provided.

Detailed Overview of the Work Done

Today, I [describe the specific actions taken, e.g., replaced the faulty thermostat, cleaned the HVAC filters, inspected all electrical connections, etc.]. This should [describe the benefit, e.g., improve the efficiency of your system, reduce your energy consumption, prevent future breakdowns]. I've also checked for any additional issues that might need attention in the near future.

Request for Feedback

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

Addressing Further Needs

While working on your system, I noticed [mention any potential issues or recommendations for future service]. It's nothing urgent, but something you might want to consider addressing later on. I can provide more information or schedule a follow-up visit if you'd like.

Assurance and Support

Please remember, all the work done today is guaranteed by Master Plumbers, and if any issues arise or if you have any concerns, don't hesitate to contact us. We're here to ensure your system operates smoothly and efficiently.

Invitation

We value your trust in Master Plumbers, and we're committed to providing you with the best service possible. If you're interested in our maintenance plans, which can help prevent future issues and save costs, I would be happy to provide more details.

Closing and Appreciation

Thank you for allowing me to assist you today, [Customer's Name]. We appreciate your business and look forward to continuing to serve you. Before I leave, do you have any other questions or concerns?

Documentation and Contact Information

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



Condemning Equipment Talk Track

Technician Introduction and Assessment Summary

Hello [Customer's Name], I've completed a thorough assessment of your [specific equipment, e.g., HVAC system, plumbing 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 that it has several significant issues [briefly describe the major issues, such as severe wear, potential safety hazards, or inefficiencies]. Due to the age and the current condition of the 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 the repairs needed to bring your equipment up to standard is quite substantial. In fact, the repairs would 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 reduce your energy bills significantly. Newer models are designed with the latest technology that makes 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 areas where you could enhance your home's efficiency and comfort. Do you have a moment to discuss some options that could significantly improve your environment and potentially reduce your energy costs?

Presenting New HVAC Systems

With the age of your current HVAC system and considering the repairs we've discussed, you might benefit from considering a new, more energy-efficient system. The latest models are much more efficient, which means they can cool and heat your home more effectively while using less energy, which significantly reduces your utility bills. They also operate more quietly and come with advanced features like smart thermostat compatibility, which can further enhance your comfort and control.

Introducing Tankless Water Heaters

Additionally, I noticed your water heater is nearing the end of its typical lifespan. Have you considered switching to a tankless water heater? They provide hot water on demand without the need to store it, which cuts down on energy usage and can save you up to 20% on your water heating bill. They're compact, can last twice as long as traditional water heaters, and provide a continuous supply of hot water, which is perfect for large families or businesses.

Discussing Heat Pumps

Another option that could be advantageous, especially given our climate, is a heat pump. Heat pumps are extremely efficient because they transfer heat instead of generating it directly. This makes them ideal for both heating and cooling your home. In the winter, they extract heat from the outdoors and transfer it inside, and in the summer, they do the reverse. This dual functionality makes them an excellent investment for year-round comfort.

Highlighting Air Filtration Systems

Lastly, I'd like to talk about improving your indoor air quality with a new air filtration system. Modern air filters can dramatically reduce the amount of dust, pollen, and other allergens in your home. If anyone in your household suffers from allergies or respiratory issues, this could be a significant benefit. Plus, cleaner air helps protect and maintain the efficiency of your HVAC system's internal components.

Inviting Questions and Discussing Next Steps

These upgrades can not only improve your comfort and health 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 big decisions. What concerns do you have? Whether it's about costs, the installation process, or the 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 completely understand that cost is a significant factor. However, investing in an upgraded system can save you money over the long term. Upgraded HVAC systems and tankless water heaters are more energy-efficient, reducing monthly utility bills. We also offer various financing options to make this upgrade more affordable. If we can make this affordable for your budget would you be interested in moving forward?

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

Rebuttal:

It's great that your current system is working without issues. However, older systems can fail unexpectedly, potentially costing more in emergency repairs or replacements. Upgrading preemptively ensures a reliable and efficient system, reducing the risk of unexpected breakdowns and discomfort.

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

Rebuttal:

I see your point. It might seem like a substantial upfront investment, but the savings over time are significant. Modern systems operate more efficiently, which reduces wear and extends the unit's lifespan, meaning fewer repairs and longer intervals between replacements. Many customers find that the initial investment pays off quicker than expected through lower energy bills and reduced maintenance costs. We also offer financing with low monthly payments. If the new system pays for itself with lower energy bills, that makes sense right?

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

Rebuttal:

Upgrading your HVAC system or installing a tankless water heater can increase your home's value and make it more attractive to buyers. It's a strong selling point to advertise a home with a modern, energy-efficient heating and cooling system, which could help you sell faster and potentially at a higher price. Tankless water heaters (or high efficiency heat pumps) are all the rage with new home buyers and can set your home apart from others as well as enhance the sellability of your home. Does that make sense?

5. Objection: Installation seems like a hassle.

Rebuttal:

We strive to make installation as seamless and hassle-free as possible. Our team handles everything from start to finish and works around your schedule to ensure minimal disruption. We also provide a full walkthrough of your new system to make sure you're comfortable with its operation.

6. Objection: I'm not interested.

Rebuttal:

I understand you might not see a need for an upgrade at the moment. However, I'd like to leave you with some information on how newer systems can enhance comfort, reduce energy costs, and require less maintenance. Perhaps in the future, should your needs change, you might find this information useful. Can I send you some details to keep for reference?

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

Rebuttal:

Absolutely, it's important to make a well-informed decision. I'd be happy to provide more detailed information and answer any further questions you might have. How about I follow up with you in a few days? This will give you some time to consider your options and ensure you feel confident in any decision you make.



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



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