

Kitchen Tune-Up

COVID-19 Appointment Scheduling Messaging

APPOINTMENT SCHEDULING SCRIPT

(Use this when calling back a lead that filled out a form, or talking to a call-in lead)

Hi (Name)! This is Shane from Kitchen Tune-up calling you back—I see you filled out a form on our site after seeing us of Facebook. How are you doing today?

(gives answer, start immediately into the next paragraph)

We are finding that a lot of people are nervous right now about setting appointments to meet with us... a little bit due to COVID-19 itself... but even more so because a lot of peoples' financial situation is uncertain right now, and even though they're interested in a new kitchen, they would rather "wait and see" what happens before committing to such a big project.

Does that sound familiar?

(answers, probably in the affirmative; but even if not, continue with the script below)

Well, we are doing a couple of important things to help eliminate that uncertainty.

Normally, before COVID-19, our process was to come to your house, talk about your project, discuss your options, measure everything, and give you a quote.

If you wanted to move forward, then you would either apply for financing on the spot... or put down a deposit of 20% on the project. Then we'd schedule the installation—usually 2 to 4 weeks out.

Now we are doing things quite a bit differently.

We will still come to your home to discuss the project and give you a quote, just like before... and rest assured; our designers are healthy and will take every precaution to protect your home, like rubber gloves, hand sanitizer, and even wearing a mask if you want.

But two things are massively different:

FIRST, we are offering 20% off every project right now. This is both to keep our workers employed, and to make it financially easier for you. This is special COVID-19 pricing, and will only be offered while the "shelter at home order" is in place. After that, the best discounts we offer are either 5% or 10% off—so this is a chance to realize some real savings on your new kitchen.

And SECOND, if you want to move forward, we are only asking for a refundable, \$200 good-faith deposit to lock in your COVID-19 discount and hold your spot. You will then have up to SIX MONTHS to either start the project... or request a refund of your \$200 good faith deposit—in which case, you're under no

obligation to do the project. This protects you against loss of job or income during the next 6 months while we ALL wait to see what happens with COVID-19.

By way of review—a 20% COVID-19 discount... our biggest ever... AND you only need to put down a \$200 deposit, which is fully refundable and cancellable any time in the next 6 months.

Does that make sense to you?

(yes)

Just to make sure you're clear: Can you name the TWO major changes we have made?

(20% discount, and \$200 refundable and cancellable deposit)

Perfect! Based on that, when would be the best time in the next day or two for me to send a designer to your house to discuss your project?

NOTE: When in the home, or at your discretion, you can also offer them an additional perk (I prefer a perk instead of a discount) to schedule the project right away.

FACEBOOK MESSENGER VERSION

Paste this into the messenger chat when you have determined that they are interested...

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Does that sound familiar?

[ENTER, WAIT FOR REPLY]

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Does that make sense to you?

[ENTER, WAIT FOR REPLY]

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WEBSITE COPY

Thank You For Visiting Our Site!

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By way of review:

- 20% COVID-19 discount, our biggest ever.
- \$200 good-faith deposit, which is fully refundable and cancellable any time in the next 6 months.

Based on that, we are hoping that you feel more comfortable to set an appointment to discuss your kitchen project with us right now.

Thank you!

[SCHEDULE APPOINTMENT BUTTON]