

SUB-ZERO AND WOLF INBOUND CALL GUIDE

HELPFUL CURIOSITY – BUILD RAPPORT

Thank you for calling Sub-Zero Wolf this is (NAME) speaking, how may I help you today? (LISTEN AND MAKE NOTE)
Great, it will be my pleasure to assist you with that...

<p>Tell me a little about your project...</p> <p><input type="checkbox"/> Redesign</p> <p><input type="checkbox"/> New Constuction</p> <p><input type="checkbox"/> Replacement</p>	<p>Are you new to Sub-Zero and Wolf Products?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Project Timeline:</p> <p>_____</p>	<p>Do you have multiple cooks in the household?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>Where are you coming from? / Where are you building?</p> <p>Is that where you are originally from?</p>
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CONSULTATIVE DIRECTION: REASON → RECOMMENDATION → BENEFIT

Product / Feature Uncertainty
 New to Brand
 Previous Client
 Long Term Project
 Short Term Project
 Unclear of Choices
 Lots of Product ??
 Time Sensitive
 Stressed / Confused
 Lives Nearby
 Other: _____

<p>Reasons:</p> <p>“Because of...”</p>	<ul style="list-style-type: none"> • Because you mentioned _____... • Based on your project details and timeline... • It sounds like you still need to narrow down the details... • Now that I understand your project and situation...
<p>Recommendation:</p> <p>“I recommend...”</p>	<ul style="list-style-type: none"> • I would highly recommend a visit to our showroom so we can... • Many of my clients in your situation have found that visiting our showroom is extremely helpful, I suggest we... • A visit to our showroom would certainly be helpful, here’s what I recommend
<p>Benefit:</p> <p>“So we can...”</p>	<ul style="list-style-type: none"> • Provide hands on experience with our products • Show you our products in a live environment with side-by-side comparisons – allowing you to choose based on function as well as your own personal sense of style • Choose the finer details of your project and help you move forward knowing that your timeline will be met • Dedicate time to you and your project in a non-sales environment – allowing you to... • Give you the opportunity to meet with one of our consultants who will help guide you through the process and stay with you to assist in coordinating the different people involved • Provide you with a one-on-one dedicated consultation will allow you to get the information you need in the time you have...

OFFER AN APPOINTMENT DATE AND TIME

Have you had the opportunity to visit our showroom before? Yes No

In order to prepare for your visit, we'll need to collect a bit of information...

...How do you spell your last name? And your first? Last _____ First _____

...Will anyone be joining you? Last _____ First _____

...Are you calling from your work or mobile phone? And the number there is? Phone: _____

...Great, who is your (DESIGNER/BUILDER)? Collect Trade Information N/A

...Are there any specific products you would like to focus on? _____

Okay, great, thank you. Would a weekday or Saturday work better for you? Okay, would you prefer mornings or afternoons? Perfect! I have (DATE/TIME) available or would (DATE/TIME) work better?

(Appointment Details: Date: _____ Time: _____)

Are you familiar with our showroom location? (Give directions as needed)

Alright (NAME), I have you confirmed for (DATE/TIME). When you arrive simply check-in at the front desk and let them know you have an appointment with (NAME). If you're running late or need to reschedule can you please give me a call? (PAUSE) (Provide Phone).

(NAME), what email address is best to send your appointment confirmation?

(Email: _____)

Is there anything else I can assist you with today? Thank you for calling Sub-Zero and Wolf have a great day.

ROUND OUT THE UNKNOWNNS

Trade Contact: (Is there anyone I should thank for referring?)	Dealer Contact:
Name:	Company:
Company:	Location:
Phone:	Salesperson:

Specifier Notes:	_____

Additional Notes:	_____

APPOINTMENT REASONS AND BENEFITS

Appointment Reasons and Benefits:

Appointment reasons answer the question, “Why are you recommending that I visit your showroom?”

Appointment Benefits answer the question, “What will I get out of my visit?” In between the reason and the benefit, we insert our recommendation. This is a basic formula in the form of:

Because of **REASON** I **RECOMMEND** a visit to our showroom so we/you can **BENEFIT**.

Consider the following:

“Because you are new to our brand and it sounds like there are still some product details to narrow down, I would highly recommend a visit to our showroom so you can experience our products first-hand and we can fine-tune the selection to the choices that will work with your cooking style and your personal preferences. We are available _____, when would it be most convenient for you?”

EXAMPLES OF REASONS

New to Sub-Zero and Wolf:

This is an excellent reason to come and get hands-on experience from a quality, functionality, and aesthetic perspective.

“You can’t make a final decision like this without experiencing the product first-hand...”

Currently Owns / Previously Owned Sub-Zero and Wolf:

This is an opportunity for them to become current with our product offerings and understand what’s new and updated.

“Quite a bit has changed and you’re going to love the new products and features...”

Project timeframe:

Project timeframe is another excellent reason – whether they are quite a ways out from project completion (or even beginning) or they are only 3 months away.

Short timeframe: “Since you mentioned that you will be ready to have your appliances installed in just three short months, I would suggest that we...”

Long Timeframe: “That’s great, since you have so much time, I would recommend a visit to our showroom to get inspiration regarding your design as well as which appliances appeal to you the most...”

Customer unsure of choices / details:

This excellent reason allows us to position the showroom as the place to get all the details ironed out. Exactly which appliances, which options, which accessories? This combined with a short timeframe is a winning formula.

“It sounds like there are still details to iron out to make your project perfect. I would recommend a visit to our showroom so you can fine-tune the details and we can help you get this done in time for your contractor to install...”

Customer stressed or overwhelmed:

We want to be involved with the customer all the way through installation. We want to be their liaison and concierge throughout the process. They may not know that yet. Let’s position ourselves and the showroom.

“I understand completely. I work with people in this situation all the time. I recommend a visit to our showroom where we can smooth out the details and help you feel more comfortable with the plan. In addition, after your visit we’ll stay in touch and help coordinate the different parties involved so you will have an advocate available to help.”

Lot’s of product questions:

“Will this fit? Will that fit? What fits? What if I don’t have gas? Can I do convection? What are the benefits of a steam oven? This is an opportunity to position the showroom as the best place to answer these questions and smooth out the whole project.

“You have a lot of questions to get answered. Many of our customers have found that a visit to our showroom is the best way to answer all of their questions and smooth out the project details...”

Time is important:

Time is important to our clients. In most cases, it can be assumed without having to ask. If they mention time constraints, this reason becomes even more powerful.

“I know time is important to you so I would recommend a visit to our showroom. One of our consultants will provide you with a personal consultation that provides you with the information you need in the time you have available...”

Event & Demos Questions / Scheduling:

Have you scheduled your showroom consultation yet?

“No” / “Why do I need that?” Having a showroom consultation before the demonstration allows you to become familiar with the products you’re interested in before seeing them in action. That way you get the most out of the product demonstration. Would weekdays or Saturdays work better for you?

“I can’t make it to your location twice”

(If available) I understand, here is what I can do for you... I can actually arrange for your consultation to be the same day as the product demonstration. Would morning or afternoon work better for you?