

Customer Acquisition Script

- Hi (say their name) do you have a minute? (pause) Great!
- Can You do me a HUGE FAVOR? (pause)
- As you know. . . (Share the reason *why* you are working ACN)
- I'm working with a home services company and am about to get promoted.
- I'm just a few customers away and I really need to qualify by tonight.
- I can offer you the same value or MUCH better than what you're already paying.
- You get a great deal and you're going to help me out.
- Would you do me a HUGE FAVOR and help me to get promoted by trying me Out PLEASE!!!!

If you're being trained, as soon as the customer asks ONE question say:

"I'm being trained right now, I'm going to pass the phone to _____, my trainer, so that I can take notes as he/she answers your questions. Thanks so much"

Use a Customer Survey form to help you.

Common Customer Q & A

(End every response with, "So could you do me a favor and give it a try.")

1. *What are your rates?*

"WHAT ARE YOU PAYING NOW? GREAT! WE HAVE A PLAN JUST FOR YOU..."

2. *What's the name of the company...etc?*

"ACN! WE ARE 18 YEARS OLD & ONE OF THE FASTEST GROWING IN THE U.S..."

3. *I like what I have...etc*

"I PROMISE YOU WILL BE JUST AS HAPPY WITH ACN IF NOT MORE..."

4. **Cell Phone Contract**

find out what their average monthly minutes are and what they are spending a month. Then shop for them at www.myacn.com for a better plan.

5. *Who services the line?*

"THE SAME PEOPLE WHO ALWAYS SERVICED THE LINES..."

6. *Will my number change.....?*

"NO, YOUR PHONE NUMBER WILL NOT CHANGE..."

7. *I don't use my home phone...?*

“GREAT, THEN HELPING ME WON'T CHANGE A THING...”

8. *I USE MY CELL PHONE...!*

“GREAT!!! KEEP USING YOUR CELL PHONE. I JUST NEED YOUR HOME PHONE. YOU APPARENTLY DON'T USE IT ANY WAY SO IT SHOULDN'T BE A PROBLEM...”

9. I HAVE A PACKAGE DEAL. . .

“ACN'S PLANS ARE DESIGNED TO OFFER MORE FEATURES AT A BETTER PRICE.”

10. I HAVE A CONTRACT...!

“BREAK IT FOR ME! I WILL PITCH IN! IT'S THAT IMPORTANT TO ME...”

11. I NEED TO TALK TO THE SPOUSE!

“LISTEN, I KNOW HOW YOU FEEL. YOU DON'T WANT TO MAKE A DECISION WITHOUT HIS/HER SUPPORT, BUT DON'T YOU THINK HE/SHE WILL BE OK WITH YOU HELPING ME OUT WHILE SAVING SOME MONEY AT THE SAME TIME? I NEED YOUR HELP AND I JUST NEED A FEW MORE CUSTOMERS BY TONIGHT, So. . .”

12. LET ME THINK ABOUT IT!

“LISTEN, I KNOW HOW YOU FEEL. I CAN ASSURE YOU THAT ACN IS A SOLID COMPANY WITH A BETTER VALUE FOR YOUR BUCK. I HAVE THE SERVICE PERSONALLY AND LOVE IT. I REALLY NEED THIS PROMOTION. YOU WOULD BE HELPING ME OUT MORE THAN YOU KNOW. I JUST NEED A FEW MORE BY TONIGHT.”

13. I HAVE WEBCAM/SKYPE?

“WITH OUR VIDEO PHONE YOU DON'T HAVE TO KNOW HOW TO OPERATE A COMPUTER. ALSO, WEB CAM OR SKYPE WILL NEVER REPLACE YOUR HOME PHONE SINCE THERE ARE NO CALLING FEATURES OR 911 BUT WITH OUR VIDEO PHONE YOU GET IT ALL. NOT TO MENTION, THAT WITH SKYPE, YOU HAVE TO PRE-ARRANGE YOUR CALLS WITH YOUR REGULAR PHONE ANYWAY. HERE YOU JUST PICK UP THE PHONE AND DIAL. IF NO ONE'S HOME, YOU LEAVE A VIDEO VOICE MAIL AND THEY'LL CALL YOU BACK.”