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Book The Call

10 Strategies for Booking
Home Services

By Yana Sprague



MOST BUSINESS IS WON OR LOST ON THE PHONE

As a receptionist or customer service representative (CSR) you are the face of the company, the first impression a customer has when they call your business. You are important because:

Most Business is Won or Lost on the Phone.

It is important to remember when a potential client calls you need to provide exceptional customer service and book the call. Doing this requires a certain level of skill and strategy to ensure success. Here are ten strategies that can help you book more calls and create a positive experience for potential customers:

BOOK THE CALL

1. Be Positive, and Have a Smile in Your Voice.

The first thing a customer or potential customer hears when they call is your voice. Be positive, enthusiastic and have good energy. Your greeting is so important because a positive attitude is contagious and your enthusiasm and confidence will have a dramatic impact on the outcome of the call. This also means using positive language throughout the call.

Remember to smile when you are talking on the phone. Smiling helps to create a positive and welcoming energy which can lead to better communication and interaction with the client. The tone of your voice changes when you smile, making you sound friendlier and more approachable. It helps enhance the customer service experience.



Are You Achieving These 2 Goals?



BOOK THE CALL

2. Be Confident

You need to be confident and you can do this by being prepared, having a good knowledge about the services that your company offers and being familiar with common objections. If you are new to answering the calls, or new to the business, practice or role play so you are prepared. Also, when you are speaking with a client avoid long pauses or filler words. The more prepared we are, the more confident we will be. This will translate to a customer who feels they can trust us and it will create a more pleasant experience for both you and the customer.



3. Be Personable and Use the Customers Name:

Customers or potential customers appreciate when they are speaking with a friendly and relatable representative. Be conversational in your tone and build rapport with the customer. Building rapport strengthens the relationship and the connection to the customer, putting them at ease, which helps create an outstanding customer service experience.

Remember to get the customer's name early in the call. Once you have their name, use it at least 3 times during the call. Using a customer's name is important because it helps to establish a personal connection and it makes them feel valued and appreciated. This in turn will lead to increased trust and loyalty, and a better chance for you to book the call.

Dale Carnegie “Remember that a person’s name is to that person, the sweetest and most important sound in any language.”



4. Listen and Ask

Listen to the client and show them that you are listening by 'Active Listening.' Active listening is the process of fully focusing on and understanding what the client or potential client is saying. To do this you need to pay close attention as they speak, ask them questions, confirm your understanding, and give them your undivided attention. Active listening is so important because it builds the relationship and a connection with the client, creating an exceptional service experience.

Active listening includes asking questions, for example the 'W' questions: Where, What, When, and Why. Asking questions will help you fully understand the customer's needs, it will show the customer that you are interested in helping them and that their concerns are important. On top of that, getting this information will help arm the service technicians with information to help them understand what needs to be done when they get to the customers home or business.


Ask Questions



5. Show Care

Show care towards the customer or potential customer's situation. You can do this by showing empathy.

Empathy is the ability to feel, understand and validate the other person's emotions. If a customer or potential customer is calling with an urgent issue, let them know that you understand the urgency and will work to solve the issue quickly. Showing empathy is an often-overlooked skill but it is important in customer service because it helps you to build trust and rapport with the customer, it also can help diffuse any frustration or anger that the customer may be feeling.



“Your customer doesn’t care how much you know until they know how much you care.”
- Damon Richards

6. Be Patient

Be patient with the customer and don't rush them into booking a call. Being patient is an important skill in customer service because it allows you to remain calm and composed, which is especially important when dealing with difficult or frustrated customers.

When you are patient, you are less likely to become defensive or reactive. You will be more likely to listen carefully to the customer's needs, and it helps to build trust and rapport with the customer. Provide them with the information they need and give them time to make an informed decision. Being patient is a key component of providing excellent customer service and creating a positive relationship with the customer or potential customer.



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7. Build Value

It is important to build value with potential customers because it sets you apart from your competition. Building value establishes a positive relationship between your business and the customer. Build value on 3 things: the business, the service to be performed and the technicians. When a potential customer sees the value in these 3 things, they will more likely see it as worth their investment, and therefore more likely to book the call and become a loyal customer.

It is a good practice to write a value statement and keep that close to you by the phone, so you can use this when potential clients call your company for the first time.

By building value, you are communicating that your business is focused on meeting the customer's needs and it will help you to stand out from the competition. This will lead to increased customer satisfaction and loyalty.



BUILD VALUE ON THE BUSINESS

BUILD VALUE ON THE SERVICE PERFORMED

BUILD VALUE ON THE TECHNICIANS

8. Offer Incentives

Consider offering incentives or promotions such as a free consultation, or discounted service. You will need to speak to your manager or the owner if you do not have something in place to use. Offering incentives can be an effective way to encourage people to book a call with you because it provides a tangible benefit for taking action. People are more likely to make a commitment with you when there is something in it for them, such as a discount or a free consultation. It can help you stand out from your competitors and show potential customers that you value their business and are willing to go the extra mile to help them achieve their goal. Offering incentives or promotions can help the customer to book the call and choose your company.



Are You Offering Incentives Or Promotions?



8. Provide Multiple Options

Providing multiple options can be helpful in several ways for you to book the call with a customer or potential customer. This is something again to talk to your manager or owner about if this is not offered in your company. Multiple options can take a few different forms. It could be multiple options with pricing or price packages. Having multiple pricing packages can present the customer with options that fit their specific needs and budget. This can help with the customer feeling in control of their decision making.

You could also offer the customer a range of available appointment times to choose from. This can increase customer satisfaction as it demonstrates that you value their time and you are willing to accommodate their busy schedule. Having multiple options shows flexibility and can increase the likelihood that a customer will book a call.



10. Gratitude and Appreciation

It is essential to show gratitude to a customer or potential customer on the phone. Showing gratitude builds a positive relationship with them. When you show appreciation for their time and consideration, it demonstrates that you value their business and are willing to work hard to earn it.

Expressing your gratitude also helps to create a positive first impression, which is critical for getting a potential customer to trust and feel comfortable with you and it helps again to build that great customer service experience. Showing gratitude can also help establish rapport with the customer and it will aid in building a meaningful connection. Show your customer gratitude throughout the call, when they answer your questions, and make sure to thank them at the end of the call.



By implementing these strategies, you will create an outstanding service experience for your customers and potential customers. You will improve your chance of booking more calls.

Remember you are the face of the company, the first impression a customer has when they call your business. Stay positive, friendly, knowledgeable, and patient at all times. Remember how important you are to the company and enjoy your time building these relationships.

Always remember that ...

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About the Author

Yana Sprague is a long-time home service industry veteran. Having run the CSR department at her family's disaster restoration company, Yana is well versed in answering the phones and creating amazing client experiences. Upon selling the restoration company, Yana went on to coach home service CSR's all over North America. Yana now runs the CSR training at Super Tech University.