

AUTO GLASS SCRIPT

GREETING

Auto

1. Glass Doctor, we fix your panes. This is _____.

I need an AUTO Glass could you tell me...how much and when?

2. Yes I can help take care of that for you.
3. May I have your phone # please? (in case we get disconnected.) Thank you, and your Name?

If previous customer: Locate file and verify information. Then ask appropriate fact finding questions.

If new customer, proceed:

4. Mrs./Mr. _____, may I ask how you found out about Glass Doctor?

5. Mrs./Mr. _____, may I have the name of your insurance company?

If yes: Go to INSURANCE.

If no: Proceed:

6. Mrs./Mr. _____, what type of vehicle do you have?
Be sure to get the year, make, model and whether it is a 2 door or 4 door.
7. Mrs./Mr. _____, while your estimate is calculated, I'd like to tell you a little about our services, is that okay?
Proceed to CASH.

INSURANCE

1. Mrs./Mr. _____, what is the amount of your deductible?
2. Thank you Mrs./Mr. _____. We are approved by your insurer and can bill your insurance company direct.

The total cost to you is \$ _____ (Deductible). We offer mobile service at no additional charge and can have a technician there before _____. Or would after _____ be more convenient?

If customer objects or is non-committal: Use FEATURES/BENEFITS.

CASH

1. Mrs./Mr. _____, All of our technicians our fully trained and certified to insure proper installations. Proper training and the use of high quality products help us to insure you're not going to have leaks or wind noises
2. It would be \$ _____ installed, plus tax. We offer mobile service at no additional charge. When would be a convenient time for you?

If customer objects or is non-committal: Use FEATURES/BENEFITS.

ASSUMPTIVE CLOSE

1. Mrs./Mr. _____, when would be a convenient time for you?
2. Mrs./Mr. _____, do you prefer morning or afternoon?
3. Would _____, or _____, be more convenient for you?
4. Mrs./Mr. _____, upon completion of the job, how will you be paying?

FEATURES/BENEFITS

Fully Trained/ Certified Technicians – Our techs are highly trained and the most professional & courteous in the business and will do every job with pride.

AGRSS Registered Shop - This insures that you and your family will be safe in the event of an accident. 70% or more of the windshields installed today are done so incorrectly we are committed to your family's safety.

Nation Wide Warranty on Workmanship & 12 Month Breakage Guarantee - Glass Doctor has over 400 locations standing behind our workmanship and with Our Breakage Guarantee you will not need to pay for the glass if you need another windshield in the next 12 months.

IN CLOSING

Mrs. / Mr. _____ Thank you for calling Glass Doctor while _____, our technician is with you make sure to ask how to maximize The Windshield Breakage Guarantee Program by taking advantage of our Glass Doctor Options.