

Triggers & Responses for Electrician



Sales Team Leader Name: _____ Month Year: _____

Triggers to listen for to help find me business.

1. Trigger If you see lighting not working inside a home or business

Response I know an Electrician that is excellent at troubleshooting, reliable and reasonably priced. His name is _____. May I give him your name and number?

2. Trigger Anyone you know who is building a house or adding on to their home or commercial space.

Response With the new addition to your home/commercial space you probably need a great electrician. My friend ___ can help you and your family. Would you like him to come by and give you a free estimate?

3. Trigger Anyone who talks about or if you notice their backyard, garage, any area of the house is dark or outdoor lighting for security or safety around their home

Response I love your (garage) I have a friend who puts lights in yards/garages for people. He is the best in the state. His prices are reasonable and all his clients brag about how great he is. Would you like him to come out and do an estimate for lighting up your ___

4. Trigger Homes without ceiling fans in bedrooms or living room.

Response I have a friend who installs ceiling fans, they help control the room temperature and he does an excellent job. Would you care to have an estimate from a friend of mine named _____. I can pass your name and number to him.

5. Trigger Someone selling their home.

Response If you have any electrical needs after your home inspections. I have a friend that is an Electrician that can help with any issues you have. May I give him your name and number?

6. Trigger _____

Response _____

7. Trigger _____

Response _____
