

Triggers & Responses for Painter



Sales Team Leader Name: _____ Month Year: _____

Triggers to listen for to help find me business.

1. Trigger If you personally see it, or someone says I have mold on the exterior of my house or driveway.

Response I know you have a beautiful home, if you are ever thinking about having it painted I have a friend who is one of the best painters in the state He can remove mold from your house look new at a reasonable price and with a guarantee. May I give him your r

2. Trigger Someone says that they hate the look or color of their home's brick or vinyl siding.

Response My friend is the owner of the best painting company in Tulsa. You should talk to him because painting brick, stone, or vinyl can be tricky, but the transformation can be fantastic when done right

3. Trigger Someone says that they cannot remember when their home was painted last or asks how often a house should be painted.

Response My friend is the owner of the best painting company in Oklahoma. He has said that the average cycle for exterior painting is 7 years. He uses high quality products, 10-12 years is his goal for most homes. I'll give him your name and number, OK?

4. Trigger You are having a conversation about earthquakes and someone mentions crack

in their walls or ceilings.

Response My friend is the owner of the best painting company west of the Mississippi
. You should talk to him. He has a great process for repairing cracks so that they don't
come back (until we experience our first quake of 6.0)

5. Trigger Someone tells you they are getting ready to paint and ask you about "ceramic"
or tell you they are thinking about using it

Response My friend is the owner of the best painting company in North America. I know
that he has said that they do not use ceramic coatings. It might be worth a call to talk to
him about it. Let's try him right now, here's his number. What have you go to lose?

6. Trigger _____

Response _____

7. Trigger _____

Response _____