

SAMPLE SCRIPTING
AGSC REGISTERED MEMBER COMPANIES
(SHORT FORM)

CSR: Good morning. Thanks for calling ABC Glass. May I help you?

CON: *Yes I need new glass or I need a price on a windshield or my car was broken into etc.*

CSR: I am sorry to hear that sir. I know this is something you don't want to be doing today. In order to locate the proper part and pricing, can I ask you a few questions about your car?

CON: *Shoot.*

(CSR asks questions to ascertain the proper part, job specifics etc. then)

CSR: Great. I can now get you a price and let you know when we can do the job. I know you have a choice of glass shops, but while the computer is processing, I'd like to mention that ABC Glass is a registered, accredited member of the Auto Glass Safety Council. You know glass is an integral part of the safety system of the car. For example, if your glass is not installed properly certain airbags will not work. Most people don't know that glass is part of the safety system of the car like your brakes. Did you know that?

CON: I had no idea.

CSR: Well it is. That's why our company allows the Auto Glass Safety Council to come in with auditors and do periodic independent audits of our safety practices and to prove that we are following the current auto glass safety standards. We take safety very seriously and prove it.

My computer is almost done processing. I hope you choose us, but let me say even if you don't, please make sure you choose a company listed on safewindshields.org. These companies are all members of the Safety Council. You'll see us on safewindshields.org as well.

I see that the cost for your job would be \$XX.XX and we can schedule that job for XXX. Can I book it for you?

[If yes]:

CSR: Great let's complete the booking. [get info etc.]. Thanks and please remember to check us out on safewindshields.org. Lots of companies say they care about safety but the companies that are part of the Auto Glass Safety Council prove it.

[if no, or I'll call you back]:

CSR: Okay but please, whichever company you use, please make sure they are on safewindshields.org. Lots of companies say they care about safety but the companies that are part of the Auto Glass Safety Council prove it.

General Guidelines for Script Development

1. Place yourself in the caller's position, their time is limited. Allow 60-90 seconds for the following sections:

Discuss no more than 3 main points you want the customer to remember to close the sale

Your value proposition:

- Committed to providing a safe installation and PROVING you do so to industry standards;
- Service – In shop or mobile;
- What your warranty (if any) is;
- Business reputation;
- Technician knowledge, workmanship, certifications, training etc.

2. Ask a captivating question that's important for the customer to know. This also changes the format of the call from one-way to conversational.

At this point here's a suggestion to use:

“Are you aware that your windshield is designed to be a critical safety component of the vehicle?”

If the customer says no, respond with:

“Your windshield supports the vehicle structure and reinforces the certain airbags in an accident.” Expand on this as necessary.

Next level of differentiation, state the AGSC difference with adhering to the AGRSS Standard

“We are a registered shop with the Auto Glass Safety Council”

“Some companies you may have called might claim they are performing to a Standard but as a registered AGSC company we have to prove it to an independent auditor”

3. If the Caller seems interested, continue with the following:

“Being a Registered AGSC business means we are going the extra mile for you and your family's safety by following the auto glass safety standard on every installation we do”

“Please keep in mind that when non AGSC companies believe they're performing to the highest standards, it's only a belief. Our company actually has independent auditors come in periodically to prove it”

4. Objections

If they received a lower price quote from a non registered competitor, inform the caller of the risks potentially associated with low cost installers:

- Our technicians are thoroughly trained and certified. Are theirs?
- Did the other companies you talked to let you know your car would need to sit after the installation for the adhesive to set up? We put it in writing.
- Will they provide the same care and workmanship and make every effort to restore the vehicle to factory condition like the companies on safewindshields.org?

BOTTOM LINE, BEST PRICE DOES NOT = BEST VALUE