

Script for Door Knocking

(Dress appropriately, carry a clipboard and have a business card. Have some names and addresses already on the paper on the clipboard. Be professional.)

Good afternoon. I'm _____ with RainSoft Water Treatment Company. We're the people that treat the water for the homeowners in this neighborhood.

I am providing complimentary water tests this week. I bring a portable lab out to your home and test your water at your kitchen sink right in front of you and your spouse. If you have a problem and want a solution, we'll show you one. If not, I'll just be on my way to my next test.

We do this so that if you ever decided to do something about your water in the future, hopefully you'll keep our company in mind. The tests are free and only take about 20 to 30 minutes. The only thing we ask in return is that both you and your spouse be present for the tests.

I'll be out here Wednesday evening. Will 5 p.m. be a good time or would you prefer 8 p.m.?

(Start writing on your pad.) May I ask your name? And your spouses name. How many in the family? Do you use bottled water? If so, I can test it too while I'm here. And may I have your phone number? Great! I'll see you Wednesday evening at 5 p.m.

Self-set appointments should be set 48 hours in advance when possible so that the marketing department can adjust the number of leads they set for that night for the number of salespeople who will be available.

Please notify the marketing department with the name, address, zip code, and key map of your appointment along with the date and time for which you've scheduled the test.