

Brand Ambassador 5 Steps to Getting a Lead

Brand Ambassadors are an important part of our sales and marketing team. Stationed inside The Home Depot®, the primary objective of a Brand Ambassador is to schedule consultations for furnace and/or AC replacements. While there are additional services we provide (depending on the customers' needs,) a replacement lead is your primary area of focus. Identifying your lead and scheduling a consultation is done using the following 5 step process:



1 The Warm Up

The first step is called the "warm up" because we're getting the customer to warm up to us, we're building a rapport and gaining likability. The warm up should only take a couple minutes includes things like greeting or helping them, making small talk, asking about their projects, etc.



2 The Coupon

Everyone loves coupons! Give the customer a coupon and say:

- “ Here's a coupon to have your [furnace/AC] cleaned! Normally it's around \$200, but with this it's only \$99!
- i The regular tune-up rate for non-Home Depot customers is \$189. Home Depot customers get the same tune-up for only \$109; subtract the \$10 coupon you're handing them, and now it's only \$99!



3 Identifying a Lead

New furnaces or air conditioners do not need to be replaced, therefore before you invest additional time with this customer, you need to see if their equipment qualifies for replacement. You do this with two easy questions after you hand them the coupon:

- “ Have you had it cleaned yet this year? and “ Is your system new or old?



New Equipment. If BOTH their AC and furnace are less than 10 years old, there is no point in replacing it. Stop here and move on to the next person.

Old Equipment. If either their furnace or AC (or both) are more than 10 years old, and they're the homeowner, it's time to move on to "setting up the sale."



4

Setting up the Sale

Now that you've discovered their equipment is "old" it's a good idea to ask "how old?" If it's over 10 years, encourage them to start thinking about/planning for a replacement by saying:

“I tell you what - and it's no charge - we can send someone out - again, totally free - to take a look at your system and let you know what it would cost if and when you choose to replace it.”

i It's important to build value here. Saying things like:

“They also take a look at your ducts to make sure there's no holes or leaky joints.

“They also run an air quality audit during your consultation - and again it's totally free and checks for things like allergens and humidity levels.

“They also go over all the rebates and deals we have.



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Securing the In-Home Consultation

Now that we've qualified them the homeowner with equipment over 10 years old, and they're still listening about the free consultation - it's time to secure the in-home consultation. It's important to use a presumptive close; the presumptive close is when you intentionally assume that the customer has already agreed to schedule a consultation.

This will go one of three ways:

Live Set + Form Submission



This is when they commit to the date and time of their in-home consultation while they're in the store.

Submit their contact information and your notes into the offsite lead form on your phone. Be sure to give the customer an appointment reminder card and let them know someone from the office will call the day before their consultation to confirm. Good work!

OR

Form Submission



This is when they're interested in a free consultation, but won't commit to an appointment time on the spot.

Reassure them that it's no problem and that the office will follow up with them to schedule a time that's convenient. Using the presumptive close technique, start entering their information (starting with the phone number) into the offsite lead form; remember to enter your notes before hitting submit.

If you sense you're losing them, this is a great time to bring up the contest.

OR

Not Interested, In Anything



This is when they're walking away from you, or have directly told you they're not interested in a consultation.

Mentioning the contest might recapture their interest; but to enter they must be open to a free consultation to discuss their replacement options. If they're still not interested, move on - you'll get the next one!