

# INSTRUCTIONS

## Promote your winterization offer on a phone call.

Call existing irrigation customers or be ready to respond to winterization inquiries with a phone call script outlining your winterization promotion.

### How to use this tool:

1. Read below to see an example script and promotion.
2. Personalize the CUSTOM script by replacing the text in brackets [ ] with your own information.
3. Call your list of contacts, then use your script to encourage scheduling and upsell the winterization promotion.
4. **BONUS!** Use your script to upsell incoming phone calls from customers requesting winterization service.

### 1. EXAMPLE:

This is John from Irrigation Pros, Inc., Just wanted to let you know that it's time to winterize your sprinkler system! If you schedule today, we're offering winterization for \$75 and a special winterization bundle giving you \$100 off a Rachio Smart Sprinkler Controller would you like to schedule your winterization and get signed up for a new controller?

### 2. CUSTOMIZE

This is **[Insert Your Name]** from **[Insert Your Company Name]** Just wanted to let you know that it's time to winterize your sprinkler system! If you schedule today, we're offering winterization for **[Insert Price]** and a special winterization bundle giving you **[Insert Promotion]** would you like to schedule your winterization and **[Recap Promotion?**

### BONUS:

We're happy to schedule winterization for you and you called at a great time! We are currently offering winterization for **[Insert Price]** and a special winterization bundle giving you **[Insert Promotion]** would you like to add this promotion to your winterization?

