

# THE CHEAPER SCRIPT

The 5 lines word for word, versions for 6 trades, and when not to use it.

When a customer says I know someone cheaper, do not drop your price. Stay calm, ask one question, and let them answer. Say it only if it is true for your work.

## THE 5 LINES

### SAY

- 1) "Totally understand. Can I ask you one quick question?"
- 2) "If you were taking someone special out for dinner, would you go to a fast food place or a steakhouse?"
- 3) "Why is that?" (They will say the food and the experience are better.)
- 4) "Exactly. The cheaper one costs less, but the service and the result are not the same." Then say what yours includes.
- 5) "So are you looking for the cheapest, or do you want it done right?" Say it calmly and let them answer.

## WHAT TO SAY YOURS INCLUDES (6 TRADES)

| Trade       | Line 4 add-on                                                                    |
|-------------|----------------------------------------------------------------------------------|
| Roofing     | ...ours includes the permit, the cleanup and a written warranty.                 |
| HVAC        | ...ours includes a tune-up, a licensed tech and same-week service.               |
| Landscaping | ...ours includes the same crew every visit and a photo after each job.           |
| Cleaning    | ...ours includes a checklist, insured staff and a re-clean if you are not happy. |
| Plumbing    | ...ours includes a flat price up front and the repair guaranteed.                |
| Marketing   | ...ours includes a plan, weekly reports and one person who answers.              |

## IF THEY PUSH BACK

- "I just need the lowest price." Fine. Then the other company may be the right fit. I want you to be happy either way.
- "Can you match it?" Ask what is included in their quote. Compare line by line.
- "I'll think about it." Great. When should I follow up with you?

## WHEN NOT TO USE IT

- If your price really is higher for no reason. Fix that first.
- If the customer truly has a tight budget. Offer a smaller package.
- If you cannot back up what you say yours includes.

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