

INTRODUCTION

Hi there, this is <rep first name> with <company name> Is this <customer first name>? How are you today?

WHY WE'RE CALLING:

WEBSITE

We just got your information on our website, I understand you were looking at some security and smarthome solutions, is that correct? (wait for response)

AFFILIATE

We have been authorized by <Affiliate name> to offer you a special discount on security and smarthome technology because <of your business, relationship, etc>

COLD CALL

There's been a huge surge in demand for smarthome technology in your area so we are proactively reaching out to residents to ensure they have all the facts about this new technology.

I don't want to take too much of your time and I'm not looking to pressure you into making a purchase today, I just want to make sure you have all your questions answered so that when you are ready to make your home safer, energy efficient and more convenient you have all the information you need to do so. Every home and situation is different, and we find most people have questions about the products and services and would rather have a customized solution that fits their needs rather than some cookie cutter product purchased blindly off the internet, so I'd like to ask you a few questions, okay? (wait for agreement)

INITIAL PROBING

Okay first off, where are you located? (Ensure they qualify based on location)

Is that a house or an apartment?

How many exterior doors do you have? Which one do you usually use to come and go?

Do you have a garage?

Do you have any security system equipment currently?

(If Yes) Tell me about it.

Is it working? How often do you use it? Do you arm it at night? When you are at work?

What you like about it? What do you dislike?

What does your panel look like? Is it rubber buttons or does it have a touchscreen? Where is it installed? Is it just the one keypad?

What sensors do you have? Do you know if they are hardwired or wireless?

Do you have any cameras?

Do you have a mobile app for your smartphone? What can you do with it? Do you like using it?

Are you currently being monitored? If so, by who? How much are you paying per month? Are you currently under a contract?

Do you have a landline phone? Are you maintaining that landline just for your security system?

Which would you say is more important to you: Home Security, Life Safety, Convenience or Saving Energy?

Do you live alone or are there other people in your home? Do you have teenagers? School age kids?

What kind of smartphone do you have?

Do you have any voice control devices like an Amazon Echo or Google Home?

Okay thanks for answering all those questions. I know it probably felt like a lot, but it really helps me make sure I provide you with the very best information.

APPROACH #1: SECURITY

You mentioned that security was important to you, and I couldn't agree more. Even people in the safest neighborhoods hear stories of break ins, and there's no better way to keep your home and family safe. Security technology has advanced a lot to combat hackers and today's security threats. The system we use looks like a tablet on your wall and is packed with security specific features:

- We use the latest in encrypted wireless communication technology for your sensors
- It has a built in camera to capture disarm photos whenever the panel is deactivated, sending those pictures to your phone along with the date, time, and name of the person who disarmed it, so you'll always know when people come inside your home.
- Bluetooth touchless disarming used an individually authenticated encryption algorithm to disarm your system hands free, without the need to type a code into the panel
- You can keep your packages safe and scare off people trying to "case your house" with our video doorbell. Answer from anywhere with the mobile app and safely inside your home from the panel's 7" HD screen.
- We use LTE & Wi-Fi Dual path technology to ensure every signal is fast and if your wi-fi goes down, the LTE is still working, creating a redundant system of protection and communication.
- Smart notifications text you when something happens and you can always check the status of your home from the easy to use mobile app, seeing if a door has been left open or arm the system remotely if you forgot.
- With a smart lock you can lock and unlock doors remotely, and even have them lock automatically when you arm your system. Imagine getting a text message letting you know your kids forgot to lock the front door after they got home from school... One touch and you've made them safer.

Which one of those features sounds like something you could use?

SUGGESTED PACKAGE: IQ Panel 2, IQ Mini for each exterior door, IQ Motion, Skybell, Smart Lock

APPROACH #2: LIFE SAFETY

You mentioned that life safety was an important topic for you. The system was designed to provide tremendous peace of mind and keep you aware of what's happening in your home, whether people are there or not.

- Smart smoke detectors can detect fire and send an alert to our monitoring station whether you are home or not
- Smart Carbon Monoxide detectors can alert the authorities the same way our smoke detectors do
- Our flood detectors can help you prevent a small leak from turning into a lake by alerting you immediately when water is detected near sinks, water heaters, or basements.
- We offer wristbands or medical pendants tied to the system for elderly or handicapped. Some people pay a premium for a standalone "I've fallen and I can't get up" service but ours is included.
- We have a temperature sensor that can detect if your Heater or air conditioner fails by sending an alert if your home gets extremely warm (over 100 degrees) or so cold that the pipes could freeze (under 40 degrees)

Those are just a few examples of things we can do. What kinds of things are you most concerned about?

SUGGESTED PACKAGE: IQ Panel 2, IQ Smoke, IQ CO, IQ Pendant, IQ Temp

APPROACH #3: CONVENIENCE

Today's smarthome systems are SO easy to use, and keep you aware of everything that's happening in your home, whether you are there or not.

-Our mobile app is amazing, putting every part of your system into a single easy to use app that you can access from anywhere. Unlike devices you might purchase online or from your local hardware or department store, all these devices are networked together, so you can perform complex actions with a single touch. For example, I have a "Going to work" scene in my app that I can touch and it automatically arms my security system, locks all my doors, closes the garage, turns off all my lights, and adjusts my thermostat until I return. My home is secure, energy efficient, and protected while I'm gone, and it took one touch to do it. I never worry about leaving a door unlocked or my garage open, because my system does it all for me.

-The 7" HD Touchscreen is so easy to use and has custom text to speech so every sensor in your home is announced as they are used. For example, in my home I have sensors on the medicine cabinet, my children's bedroom doors, and of course all the doors and windows. I know when my daughter is sneaking band-aids (she thinks they are stickers) because I hear my panel say "Medicine closet open" or when she wakes up in the middle of the night because the panel says "Lola's bedroom door open" and if she tries to escape outside to play, we hear it and can stop her if we don't want her going out alone. I can't imagine her ever trying to sneak out at night when she's a teenager because I would know the instant she opened her window.

-The system has Bluetooth Touchless Disarming so it automatically deactivates when I get home, I don't even have to take my phone out of my pocket. As we approach the house the door unlocks automatically, the lights turn on, and the thermostat adjusts to our desired temperature.

-You can answer your front door from anywhere with our video doorbell. If the neighborhood kids come over to play you could answer your door, talk to them, invite them in, even unlock the door all from your phone, whether you were home or not!

-With our smart door lock keys are a thing of the past. When you need the neighbor to feed your fish or watch your dog, you give them a code that unlocks your front door. You can get a text message every time they use it, and even limit the days and times they are allowed to come over. Want to go for a jog but don't want to carry your keys or hide them in the bushes? The smart lock is the perfect convenience.

-With live view you can see interior or exterior cameras right from the panel's 7" HD Screen or from your mobile app. Check on the kids playing the back yard, watch them riding their bikes in the driveway, or see if Dad's napping on the couch in the basement.

-Voice control is amazing. If I'm sitting on the couch I can say "Alexa, turn on the kitchen light" or "Alexa, lock all the doors" It works with google home too. "Okay Google, set the thermostat to 72 degrees" without even moving. Its tremendously easy and a lot of fun.

Which of those sound the most exciting to you? (I know, ALL of them, right?)

SUGGESTED PACKAGE: IQ Panel 2, IQ Mini on exterior doors, interior doors, cabinets, etc. Door Lock, Skybell, Cameras

APPROACH #4: SAVING ENERGY

Today's smarthome is energy efficient, and with a few simple devices installed we can help you dramatically reduce your energy bills.

-Smart thermostats automatically adjust by 5 degrees when you leave home, resuming their schedule when you return, so your heater (A/C) isn't running while you're out running errands, it's only on when someone's home. We do this using Geofences tied to your (families') smartphone(s). When your phone(s) leave(s) the geofence, the thermostat knows to adjust, and resumes when you return.

-We can configure your system to turn the thermostat off whenever your system is armed "Away" so you see aggressive energy savings while you're on vacation or out for an entire day.

-When a door or window is left open the thermostat adjusts until its closed, saving you from that expensive air you worked so hard to heat or cool from escaping outside. Growing up my parents would always get mad at me for leaving the back door open when I went outside to play, now that I'm grown and have kids of my own, I get a text message if a door is left open for more than a minute and I can get it closed before we lose too much air out the door.

Which of these do you think would make the biggest impact on your energy bills?

SUGGESTED PACKAGE: IQ Panel 2, Alarm.com Thermostat, IQ Mini for each door/window

MAKE OFFER:

HAS AN EXISTING SYSTEM:

Since you've already invested in a security system we can try and re-use the sensors you've already bought but upgrade the panel to a new 7" HD Touchscreen with a built in 5 megapixel camera.

Our technician will tie all your existing sensors into the system for you and make sure its connected and configured properly as well as install (list smart devices best suited to the customers situation).

Did you want to upgrade any of your old sensors to new encrypted wireless sensors?

The technician will also help you get the mobile app on your smartphone and make sure all your rules and notifications are set up the way you want them.

This entire process typically takes <duration> what time of day is typically better for you?

BRAND NEW SYSTEM:

Since you don't have a system now we're going to set you up with an all new wireless system with the latest technology.

We'll install a 7" HD Touchscreen with a built in 5 megapixel camera. It has a quad core processor and uses LTE and Wi-Fi Dual path communication technology so it's lightning fast.

We'll also get you the mobile app for any smartphones in your home, and set up all the rules and notifications for you.

Our technician will install brand new encrypted wireless sensors on your front door (and list other locations determined through probing and approach) as well as (list smart devices best suited to the customers situation).

This entire process typically takes <duration> what time of day is typically better for you?

INTRODUCE PRICING

EXISTING SYSTEM

The retail price of all that would be <retail value of equipment> upfront and <standard monthly rate> per month but since you already have an existing system we'll be able to significantly reduce your upfront out of pocket costs, and I can get you on our special "Switch and Save" promo for customers upgrading their old technology.

BRAND NEW SYSTEM:

The retail price of all that would be <retail value of equipment> upfront and <standard monthly rate> per month but since our technicians already have some scheduled appointments in the area I should be able to discount the install costs for you, and we're doing a promo right now on the new wireless equipment.

CURRENT CUSTOMER:

The retail price of all that would be <retail value of equipment> upfront and <standard monthly rate> per month but since you've been a customer for <years> we'll be extending you an existing customer discount on the monthly rate, so you'll only pay <new monthly rate> per month.

SCHEDULING

I need to schedule a time for our technician to do that installation, can I get your address? It looks like <technician name> is the professional installer in your area, and he's available on <day> at <time> would that work for your schedule? (schedule better day/time as needed)

INSTALLATION EXPECTATIONS

Okay, when <name> gets there he'll start by walking through your home to understand your layout. He may ask a few questions about your habits like which doors you use and who's coming and going. Feel free to ask him any questions you like during that process.

After he understand the best place for all your devices he'll installing all the new hardware and then he'll test the system to make sure everything works. He'll also help you get your smartphone paired with the panel for the Bluetooth Touchless Disarming access to the mobile app. He'll walk you through how to use both the app and the touchscreen to make sure you are comfortable. It's just like your phone so its really easy to use, but if you are unsure how to do something don't be shy, let him know. We want this to be a positive experience for you, we want you to really use it and love it, can you do that for me?

BONUS FEATURE

Oh, I forgot to mention, the panel's screen turns into a photo frame when it's not being used, so if you have a few great pictures you want added when he's there, have them ready on a MicroSD card and he'll show you how to customize it.

WRAP UP/E-MAIL CAPTURE

I'm going to send you a confirmation email outlining everything we just discussed, can I get your email address?

RECAP

Okay, so to recap, we're going to be installing the new IQ Panel 7" Touchscreen with built in panel camera, along with <number of door sensors> encrypted door sensors and <additional equipment>

Your monthly rate is only <monthly rate>, which includes the discount from the normal <retail monthly rate> rate. The cost for your equipment is <upfront cost> and will be charged after the install is complete. Which card did you want to use for that? Your technician will be there on <install date> at <install window> Did I miss anything? Any last questions?

CLOSING

Again, we truly appreciate your business and I can't wait to hear what you think about the new system. Do me another favor, when you get everything installed, send me a picture of you with your new panel! I want to hear all about it, how much you love it. You can just reply to the confirmation email I'm going to send you here in a few minutes. <customer first name> again, so good to talk to you, have a great <morning/afternoon/evening>!