

■ Roofing Lead Call Script

(For following up homeowner enquiries fast)

1. Open the call (build trust fast)

"Hi [Name], this is [Your Name] from [Business Name]. You recently enquired about roofing work at your property in [Postcode]. Is now a good time to talk?" ■ Why: Friendly intro + context immediately. Stops them thinking 'Who's this?'

2. Qualify the job

"Great — can I just ask quickly what kind of roofing work you're looking at? Is it a repair, replacement, or something else?" - If repair → "Where's the problem showing up?" - If replacement → "How old is your roof now?" - If other → "Got it — thanks for explaining." ■ Why: Shows you're listening + saves time if it's not a fit.

3. Book the site visit (the close)

"Well the best next step is for me to come out and take a look — that way I can give you the right advice and an accurate quote. I can be there [Day/Time Option 1] or [Option 2]. Which suits you best?" ■ Why: Don't sell on the phone — sell the appointment. Always give 2 options.

4. Confirm details

"Perfect. I've got you booked in for [Day/Time]. The address is [Repeat Address]. And the best number to reach you on is [Confirm Phone]."

5. Build confidence (reduce no-shows)

"Just so you know, we've done a lot of work in [Local Area] recently, and most of our customers say it gives them peace of mind to get a proper inspection before making a decision. We'll give you a clear quote and you can take your time to decide."

6. Close politely

"Thanks [Name], I'll see you on [Day/Time]. If anything changes, just give me a quick call. Speak soon!"

■ Key Tips for Roofers

- Call back within 10 minutes of receiving the lead — conversion rates double.
- Be friendly, not salesy — your goal is to book the site visit, not sell on the phone.
- Always give two appointment options — people pick one instead of saying no.
- Keep it short — under 5 minutes.

■ Objection Handling Cheat Sheet

Common homeowner objections and how to respond with confidence.

■ 'Can you give me a price over the phone?'

"I'd love to give you an exact figure, but every roof is different — the only way to give you an accurate quote is to take a quick look in person. That way you'll know exactly what needs doing and what it will cost, no surprises."

■ 'I need to think about it.'

"Of course — it makes sense to take your time. Most of our customers tell us it helps to at least get a clear written quote first, so you have real numbers to think about. I can pop by [Day/Time] and then you'll have all the info you need."

■ 'I'm getting a few quotes.'

"That's a smart move. The best way to compare quotes is to make sure you're looking at the same scope of work. I can come out, give you a free quote, and then you'll be able to compare properly before you decide."

■ 'Can you do it cheaper?'

"I focus on doing the job right the first time so you don't have to worry about it again in a few years. I'll give you the best value for the quality of materials and workmanship. Once I've seen the roof, I can explain all your options."