

Phone Sales Script

Meta Lead Follow-Up | Inbound Inquiry Conversion

THE 7-STEP FRAMEWORK

Confirm → Diagnose → Qualify Urgency → Lock a Day → Anchor + Recommend → Price Reveal → Book

⚡ BEFORE YOU CALL

Check the form data first. Know their name, vehicle make/model, and any notes before you dial. This is the edge that makes you sound sharp from the first second.

Call within 5 minutes of lead coming in. Odds of contact drop 80%+ after 5 minutes. After 30 minutes, you've essentially lost them.

STEP 1 — Confirm Who You're Talking To

Goal: Confirm you have the right person AND they filled out the form. Get that first "yes." Keep it warm, not robotic.

YOU: "Hey, is this [Name]?"

💡 Wait for them to say yes or ask who it is. Don't rush past this.

THEY: "Yeah, who's this?"

YOU: "Hey, it's [Your Name] from [Business Name]. I just saw you filled out an inquiry to get your [Make/Model] detailed — you're looking to get a quote, yeah?"

💡 Name the vehicle. Shows you paid attention. It separates you from every other call they get.

💡 Tone: casual and warm, like you're calling a mate. Not a call centre.

STEP 2 — Diagnose the Problem

Goal: Uncover the REAL reason they opted in. The deeper the reason, the easier the close. Let them talk — don't cut them off.

YOU: "Awesome. When was the last time you had the car professionally detailed?"

💡 Let them answer fully. This is important rapport-building time.

YOU: "Nice. Is there anything specific you're concerned about — something inside the car, on the paint — or are you just after a good all-around clean?"

💡 This surfaces their pain point. Remember it. You'll use it again at the price reveal.

YOU: "And is there any particular reason you wanted to get it done now — like an event coming up, selling the car, anything like that?"

💡 If they're in a rush and want price fast — compress these two questions together into one conversational ask. Read the room.

💡 People subconsciously submitted that form for a reason. Getting them to articulate it makes the problem more real to them, which creates urgency.

STEP 3 — Qualify Urgency (Filter Time Wasters)

Goal: Figure out if they're a real buyer or just browsing. Do this before you spend time going deep. If they push for price early, use this step first.

If they keep asking for price before you've diagnosed:

YOU: "Are you still shopping around comparing prices, or are you actually ready to get it booked in the next week or two?"

💡 This instantly tells you who you're dealing with.

If they say they're shopping around:

YOU: "No worries at all — just so you know, we're not the cheapest in town. If you're looking for the lowest price, that's probably not us. But if the price made sense and the quality was right, how soon would you be looking to get it done?"

💡 This reframes price shoppers fast. Most real buyers will say 'no no I'm not just looking for cheap.' Anyone who says 'yeah I just want the cheapest' isn't your customer.

STEP 4 — Lock a Day Before Revealing Price

Goal: Pre-handle the 'I need to check my calendar' objection before it comes up. Get a soft day commitment BEFORE the price lands.

YOU: "How soon were you looking to get this done — this week, next week, or more like next month?"

💡 Let them answer. Then get specific immediately.

YOU: "Perfect. I've actually got [Wednesday at 9am] or [Thursday at 2pm] available — would either of those work for you?"

💡 Give exactly two options. Binary choice. Don't say 'when works for you?' — that creates friction.

If they hesitate or say they need to check:

YOU: "No worries — is it more a work schedule thing or just need to have a look at the calendar?"

💡 Let them think for a second. Help them problem-solve. The goal is to keep momentum, not pressure.

If they push hard for price before committing to a day:

YOU: "Yeah, we can get to that — just so I know if I can actually fit you in, if the price made sense for you, how soon were you wanting to get it done?"

STEP 5 — Anchor + Recommend the Service

Goal: Get them to verbally agree on the service before price comes up. The anchor mention makes the recommended price feel reasonable by comparison.

First — briefly anchor with a higher service:

YOU: "Just so you know, we do offer ceramic coating and paint enhancement if that's ever something you're interested in down the track — but based on what you've told me, what I'd actually recommend for now is our [Full Detail / Interior Only]..."

💡 You don't need to pitch ceramic hard — just mentioning it anchors a higher price point in their mind, making the full detail feel like the smart, sensible choice.

Then recommend the specific service:

YOU: "...which includes a full interior deep clean, full exterior wash, and a premium 6-month paint sealant to protect it and make it easier to maintain. Is that what you're after?"

💡 Wait for confirmation. If they say yes — perfect. If they say no — 'No worries, what did you have in mind?' Then navigate to the right service.

💡 Once they say 'yes that's what I want' — there's no more debate about what service they need. You've pre-closed that objection.

STEP 6 — The Price Reveal

Goal: Repeat back the service + their specific pain point + the benefits, then reveal the price with confidence. Then silence.

YOU: "Perfect. So for everything we just talked about — full interior deep clean [mention their specific concern, e.g. "to get that stain out of the back seat"], full exterior wash, and the 6-month sealant on the paint to protect it long-term — for your size vehicle, that's valued at \$[Price]."

Then: silence. Don't fill the gap. The first person to speak after the price reveal is in the weaker position. Let them respond.

Or: "Does that fit your budget?" — use this if silence feels awkward. Most people who've gone through this process will just say yes.

Key language: use "valued at" not "it costs" or "the price is." Framing matters.

STEP 7 — Lock In the Booking

Goal: Move straight to collecting details. Don't wait for another question — momentum is your friend here.

YOU: "Awesome — so [Wednesday at 9am] it is. I just need your address and we'll get that locked in and send you a confirmation. Just a heads up, we do have a 48-hour cancellation policy — if you need to make any changes, just let us know at least 48 hours before and we'll sort it out, otherwise there's a 50% fee. Sound good?"

💡 The 48-hour policy gets mentioned here, not earlier. It's matter-of-fact, not a threat. This minimises last-minute cancellations.

OBJECTION HANDLING

"That's a bit expensive" / "It's a bit out of my budget"

YOU: "Yeah, I totally get that. What were you sort of budgeting for?"

💡 Let them give you a number. Then bridge back to their pain point.

YOU: "The reason I'd recommend [service] over something cheaper is [reference their specific concern from Step 2]. A lesser clean won't fully fix that — and honestly you'd be spending money twice. But I hear you on budget, let me see what I can do."

💡 Only offer a small discount if needed. Don't capitulate fast. They're testing you.

"I need to think about it"

YOU: "Yeah, no problem. What is it specifically that you'd be thinking about — is it the price, or is there something you're not sure about with the service?"

💡 'I need to think about it' is never the real objection. Dig for the actual one.

YOU (if price): "Got it. Look, the booking is there — if I can lock in that [Wednesday at 9am] slot for you now, it's yours. I can't guarantee it'll still be there by tomorrow. But totally your call."

"I need to check my calendar"

YOU: "No worries at all — do you work on [day] or is it more of a logistics thing?"

💡 Help them solve the calendar problem. Give them a moment. Offer an alternative time if needed.

"How much do you charge?" (early in the call)

YOU: "Yeah, I'll get to that — just so I can give you the right number, what type of vehicle is it and what are you after?"

💡 Never give a price in the first 60 seconds. Diagnose first so the price lands with context behind it.

Quick Reference

OBJECTION	RESPONSE
"How much?" (early)	Answer with a question — diagnose first
"Need to check my calendar"	"Is it a work thing or just need to look at your schedule?"
"That's too expensive"	"What were you budgeting for?" → bridge back to their pain point
"Just shopping around"	"We're not the cheapest — if price was right, how soon?"
"Need to think about it"	"What specifically are you thinking about?"
"Can you send me a quote?"	"Absolutely, I can do that — but while I've got you, let's just lock in a time..."
Wants photos first (you)	Don't ask. Quote by size, adjust on the day.

VOICEMAIL SCRIPT

Keep it under 20 seconds. The goal is just a callback — not to sell on voicemail.

YOU: "Hey [Name], it's [Your Name] from [Business]. Just saw your inquiry about getting the [vehicle] detailed — giving you a quick call to sort out a time. I'll try you again shortly, but if you want to reach me first, [your number]. Speak soon."

💡 Follow immediately with a text. Most people won't call back but will text.

Text to Send Immediately After Voicemail

TEXT: "Hey [Name], it's [Name] from [Business]. Just left you a quick voicemail — I saw your inquiry about getting the [vehicle] sorted. Happy to give you a call back whenever suits, or just reply here if easier 👍"

FOLLOW-UP CADENCE

Research shows it now takes an average of 8 contact attempts to reach a lead. One call and one text is leaving serious money on the table.

Run this sequence for every lead that doesn't answer on the first call:

#	WHEN	HOW	WHAT TO SAY / DO
1	Immediate	📞 Call	First call attempt — if no answer, leave voicemail + send text above
2	2 hrs later	📞 Call	Second call. No voicemail. If they answer, use the script from Step 1.
3	Day 1 PM	💬 Text	"Hey [Name], [Name] here from [Business]. Tried calling about your detail enquiry — when's a good time to chat? 🙌"
4	Day 2	📞 Call	Third call attempt. Reference the vehicle on voicemail if left.
5	Day 3	💬 Text	"Hey [Name] — <i>just following up on the detail for the [vehicle]. We've had a couple slots open up this week if you want to lock one in.</i> "
6	Day 5	📞 Call	Fourth call. Short and casual if they answer — "Hey, just circling back..."
7	Day 7	💬 Text	"Last one from me — <i>if timing's not right at the moment, no stress at all. Just let me know when you want to get it done and we'll sort it.</i> [Name], [Business]"
8	Day 14	💬 Text	"Hey [Name], just checking in — <i>has the [vehicle] been sorted yet? Still happy to get you booked in if timing works now 🙌</i> "

For leads who said they were interested but didn't book: Run attempts 4–8 faster. These are warm — they just need a nudge. Call the next day, text the day after. Don't let them go cold.

YOUR CONVERSION BENCHMARKS

METRIC	TARGET
Contact rate (leads reached)	> 45% with full follow-up cadence

Phone-to-booking rate	> 40-50% (if you get them through the full script)
Lead-to-booking conversion rate	> 10% (1 in 10 = profitable)
Target cost per booked customer	< \$60 (start reviewing spend above this)
First call attempt window	< 5 minutes from lead coming in