

Sample Call Center Script: Direct Mail Follow-Up

John

Hello?

Maria

Hi, I am looking for John Anderson.

John

This is he.

Maria

Hi John, this is Maria calling from United Auto Warranty. I see that the Warranty on your Lexus has expired earlier this month and I was just calling to see if you would like to extend this warranty to keep your car protected for an additional 2 years.

John

Yeah, maybe. I'm not sure.

Maria

Okay. We understand you have the 2009 RX 350, is that correct?

John

Yes.

Maria

Okay, and the warranty that just expired is available for your car for an additional 2 years for just \$400, which is slightly cheaper than what you had originally paid for.

John

Would it be the same exact warranty?

Maria

Yes, everything that was previously covered would still be covered.

John

Okay. Are there any other warranty deals that might be a little more affordable?

Maria

There are cheaper packages, but they are not as good of a deal because they do not cover as much. The reason the extended 2 years is so affordable is because you never had any problems with your original warranty limit.

John

Okay. You know what, what the heck. Let's do it.

Maria

Okay, great. Is your address still 800 N. Henderson Rd. in King of Prussia, 19406?

John

It is.

Maria

Alright, great. I will send some paperwork out to you and you can just fill it all out, and send us back a check for \$400.

John

Excellent. Look forward to it.

Maria

Is there anything else I can help you with today?

John

No. As soon as I get that, I will send it back in. I really do need the warranty.

Maria

Great, thank you John. We look forward to hearing from you.

John

Thank you, bye-bye.

Maria

Bye-bye.

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