

Redirect Training

Just like you do with kids, you can redirect adults in the direction you want them to go by responding the right way. This is especially important in sales.

Your goal is to make sales. You can only make sales if you give the customer a quote. Quotes = Sales

If the customer ends the call before you give them a quote, you just burned the call and gave your competitors a free \$150 to \$300 gift. Not overcoming objections correctly will cut your sales in half.

Calls are expensive. We spend lots of money every day on advertising to keep you busy, so you can earn your sales bonus. Never waste the customer's time by saying I will get back to you.

If you're not selling an average of \$150 per hour, then you're not making your sales bonus every two weeks, and we want to fix that. Try to be fast, respect the customer's time, and don't ask permission to book anything.

This is a competition to make the most out of our advertising dollars and make as many sales for our company as possible, which also increases our advertising budget, so everyone from the drivers to the people who work on the phones has a good income, and no one needs to worry about being laid off due to lack of sales.

We want everyone doing sales to get their bonus every pay period, not just 3 or 4 people, so they make the equivalent of an extra \$5 per hour or $(\$15 \text{ to } \$16) + \$5 = (\$20 \text{ to } \$21)$ per hour.

It doesn't matter what the customer says e.g., is this groom, super shuttle, ace, sun city exp, AZ shuttle, etc., your responsibility is to redirect the customer every time to give them a quote.

All these calls you get for other companies are intentional and every competitor does the same thing, so redirect the customer every time and increase your opportunity to make a sale by at least 100%.

Redirect Examples

Is this _____?

We do pretty much the same thing as _____ except:

1. We are a door-to-door service, we go anywhere, and it's just you or your family in a nicer vehicle, not a van full of strangers; would you like a quote?
 - a. And the driver, right? Yes, of course; would you like a quote?
2. Plus, you don't have to worry about anyone coughing over your shoulder; would you like a quote?
3. We also pick you up anytime, so there's no wait and we're 24/7; would you like a quote?