

10 Qualifying Questions For Your Boiler Installation Sales Team

Never Miss(Sell)
A Lead Again



COMMUSOFT



QUALIFYING QUESTIONS

At this beginning stage of the sales cycle, it's essential that you **act quickly**. Asking the right questions will help you better understand their pain-points and help you win over the lead.

— **This is called qualifying your leads.**

At the same time, you're also setting the best scene for your business to provide an excellent service. Below, you'll find a full list of questions any plumbing, heating, or gas installation company can use to qualify their leads.





01


AWARENESS STAGE

Why do you need a new boiler?**Tell me a bit more about why you're looking.**

Start with a bright open question and get them talking. They haven't committed to you yet, so by showing interest in what they're looking to do, you might come across as genuine, as opposed to a robot just looking to book them in and take their money.

What's your current set up right now?

Try to understand what you'll be working with if you do take them on. This will also help you offer them a better picture of what work is feasible, an idea of the timeline, etc.

BONUS TIP

You can actually implement a few basic questions (what service you need, address, etc.) in a form on your website. This saves your admin time and makes the customer feel in control.

It's all part of the customer self-service concept.

Aside from the obvious, is there anything motivating you to make this change?

Gauge their commitment, so you're able to tell the difference between people who are still in the research stage of their buying journey and those who are motivated to book a service as soon as possible. This question will also put things into perspective for them: how much longer are they willing to put up with the inconvenience of their situation?

Zero in on the pain point; don't assume you know before they tell you. Understand the motivation since different people need the same thing for different reasons. Now that you're certain you can help them, this will help you frame your offer in the most appealing way possible. It then gives you the opportunity to ask follow-up questions.



Here are some examples:



- Are you worried it will break down and you'll be without hot water?
- Do you have a family and you are worried about the temperature or worried you couldn't rent that place?
- Are you worried about your security?
- Are you a landlord looking to be gas safe compliant?
- There is a government scheme now to switch boilers, so that will save you money.

02

UPFRONT OBJECTIONS STAGE



Think of the biggest reasons people say NO to you in general, then get these out of the way. This is how you'll save your admin team a lot of time (and many headaches) in the long run.



Have you done some research in terms of pricing? Do you have a budget in mind?

Try to gauge what they have in mind and understand where your value sits. You can word it by saying *"In terms of budgets: what are you looking to pay? We want to make sure our prices are not ridiculous to you, see if we're aligned."* If they're a first time customer, they might not know much about the general price of service, so you'll be off to a better start if you can present to them the value that you offer, and only *then*, the cost.

Time: When do you need this in place?

Make sure you have the availability and the potential customer understands how long the job will take - especially if it's not a quick fix - and what kind of work it implies. Check to see whether they are serious and ready to commit in the near future.



BONUS TIP

Use potential follow-ups to educate the prospect on different types of boilers, let them know if there are any financing schemes that could help them cover the cost:

Would you be interested in a gas boiler or a heat pump?

They're priced differently but they each have advantages. Did you know that you could save costs in the long-run by going green when investing slightly more initially?

Ask this first instead of telling them a price right away



Ask about any other roadblocks you commonly encounter.

Is there any other reason you can think of why the job might not go ahead? Something you've seen in the past that caused people to take issue? An example could be taking a deposit. This is when you should mention any potential roadblock, make sure the person is ok with it, and get on happily with the job at hand.

03

DECISION STAGE

Are you looking at any other companies?

Identify where they're at in the process and learn if this is a long term issue they've been thinking about a lot or an emergency job. Get ahead of the game and reiterate your value, then be the first one on site.



04

CLOSING STAGE

I can give you a typical price for this job, but it's hard to say without doing a survey, free-of-charge. When would you be available? Have you got your diary with you?

Be assertive. Make it clear that a survey is not a commitment - although, as you know, once that's booked in, the sale is almost as good as closed.

Educate prospects about the process and steps, so they know what to expect and they appreciate your helpful attitude and knowledge:

Let me tell you a bit more about how it usually works. Now that I have all the information, we will book a survey and send one of our engineers free of charge. They will look at the boiler and what is necessary; we will then send you a proposal with a couple of different options. Once the proposal is accepted, we require a 25% deposit. We will then schedule the installation. It usually takes one day; during that day or half-day, you won't have water for a few hours. Our engineer will then turn it back on and do a quick run-through with you to explain everything.

If the survey goes well and the price we come back with, are you in a position to say yes? Or would anyone else need to be involved in the decision?

One potential roadblock after the survey would be that the person you're speaking to is not the (sole) decision maker. Work out who exactly is hiring you. Sometimes it's a landlord, sometimes they need to consult a partner or a parent. This should contribute again to the way you frame the value of your work. Example: landlords are more interested in low-maintenance options rather than cost-efficient ones, as the tenants usually cover bills while they're responsible only for fixing breakdowns.

Did we cover all your questions?

Is there anything else that we can do to help you make the decision?

Show them that you're here to help and inform. This establishes a positive relationship since the prospect is, after all, inviting you into their house or their place of business.





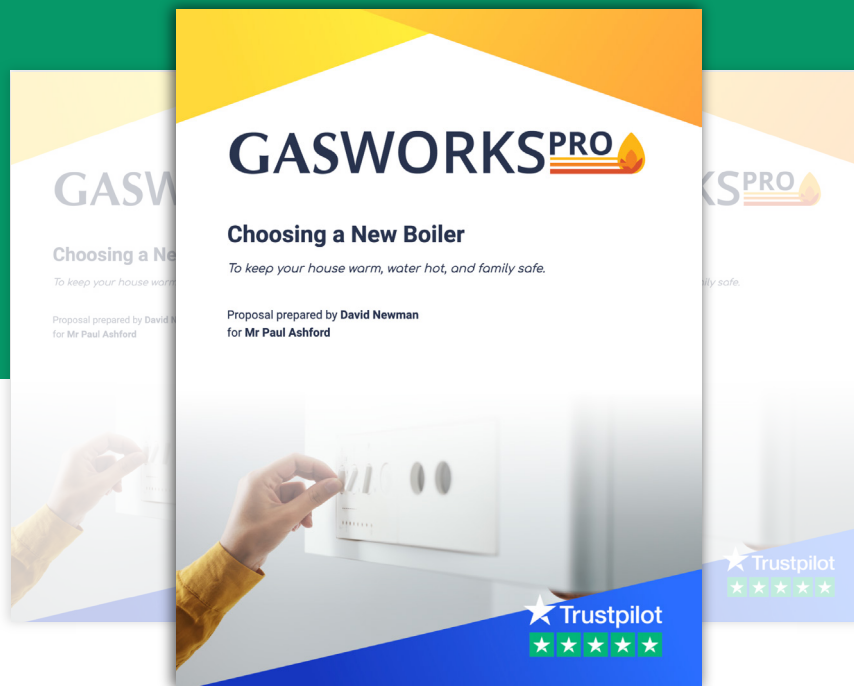
HOW MANY OF YOUR QUOTES GET REJECTED?

If you send **10** quotes and only one gets accepted
then you've wasted **90%** of your time

The best way to get more quotes accepted is to not send any.

Instead, send a proposal. Tailored specifically for boiler installations and designed to get more customers to buy.

Click below to download now!



Download Your Proposal

