

SMART GLASS - call mapping

CONVERSATION #1 - Introduction & Qualification

Hi, This is from Smart Glass Technologies, how are you doing today?

I see you requested more info about Switchable Privacy Glass. **Can you tell me where exactly you want to use Smart Glass to understand if our product fits your needs?**

Okay, just a couple of words about us- we are the leading company in this industry, we have 6 offices, with more than 300 completed projects in our portfolio. We are proud to have as our clients big companies like **Netflix, TD- Bank, Boeing, U.S. Department of Defense** and some residential projects in Palm Beach for \$25 M.

And before I send you the quote, I just have a couple of questions. **Do you have the exact measurements in blueprints?**

No

Yes

LOCAL
In the case, would you like to schedule the appointment with our glazer? He will take the measurement for you
NOT LOCAL

Great, could you please send it to me?

Because each project is custom-size we need to schedule the manufacture in advance- so, **when do you need the glass to be installed?**

Ok, in this case I'll send you the quote for... SF with the presentation and technical data for the glass.

Do you have any questions I can answer you by the phone today?

CONVERSATION #2 - Quote, approval, deadline

Hi, This is from Smart Glass Technologies. How are you doing today?

Yesterday I sent you the quote for Smart Glass. **Have you received it?**

No

Yes

No problem, let me resend it to you. I would recommend you to check also your spam

Do you have any questions about the quote?

In this case, when do you think the quote will be approved?

Doesn't know

Knows

- LOCAL**
Would you like to meet to see the product?
- NOT LOCAL**
Would you like to see a sample? (not local)

Ok, sounds good, I'll follow up with you in that time. Feel free to email or call me with any questions, you have, I'll be happy to help you.

Yes

Okay, I'll send you the email with the link to get a sample

Yes

Make an appointment (give 2 time options)

No

Okay, no problem,. Is it okay if I contact you in a couple of weeks just to get an update?

CONVERSATION #3- Update (sizes, deadline, approval)

Hi, This is from Smart Glass Technologies. How are you doing today?

The reason for my call is to get an update on your project - **did the quote get approved?**

No

Yes

What stops us from moving forward?

Okay, good. In this case I'll send you the formal estimate and the invoice

Check the list "Objections"

The price is too high:

I hear you,..., I guess you compare it to the regular glass or shatters, but our product is a new innovation, based on liquid crystals technology laminated between 2 glass panels. You are also getting a UL-certified transformer. And we have certified technicians who will manage your project from the beginning to the end.

So, is price the only thing that's keeping you from working with us?

No

Yes

Okay, let me discuss with the supervisor/ owner the possibility of the discount