

Pro Surface Protection Outbound Quote Call Script

"Hey [Name], it's [Your Name] calling from Pro Surface Protection. I saw you were looking to get a quote on some stone protection, is that right?"

Pause and wait for a response

Okay great, before I go through the pricing with you, can I ask a couple of quick questions so I can make sure I'm giving you the right information. Is that okay?"

Ask permission first. It sets a respectful, consultative tone and stops the call from feeling like a cold pitch. Most people say yes, and now they've agreed to a conversation rather than just waiting for a price.

You want to be asking them questions, to help remind them the reason they enquired in the first place, what their concerns were, what their pain is.

They clicked on the ad, submitted the form, went on the website, called, whatever they did, because they have a pain and are interested in seeing if we can help them with it. Even if they are just wanting a quote, or wanting more info, there is a reason they enquired in the first place, find the reason, and dig deeper.

Spend 80% of the time talking about the lead and their pain, not our product. Once you know what their pain is, and why they want to solve that pain, you can show that we are the bridge/solution to that pain.

"What was the main reason you enquired, is this for a new stone installation you're trying to keep perfect from day one, or have you already got some wear happening and you're looking to protect what's left?"

This question does two things: it gets them talking about their situation in their own words, and it starts surfacing whether they're anxious about protecting something new (fear of the future) or already frustrated by damage (pain from the past). Either answer gives you something real to work with.

"Got it. So it sounds like you've spent good money on this stone and the last thing you want is to ruin it with a spill or a scratch, is that fair to say?"

Reflect their situation back to them simply and clearly. When someone hears their own problem described accurately, they feel understood. That trust is what makes the rest of the conversation easy. Don't rush past this — wait for them to say "yeah, exactly."

"What have you been doing to protect it so far? Like, are you just being really careful with it, or have you tried anything?"

This is where you find out how much mental energy they're already spending on this problem. Most people will say something like "I just wipe it down straight away" or "I'm always telling the kids to be careful." That's the pain — they're already living in a state of low-level stress about their stone. Let them say it out loud.

"Yeah, that's exhausting. And the thing is, with natural stone, especially marble, it doesn't even take a big accident. A bit of lemon juice, some cooking oil, even certain cleaning products can etch the surface permanently. And once that happens, you're looking at a professional stone restorer coming in, which can cost thousands and takes your kitchen out of action. So right now you've basically got a beautiful kitchen you can't fully relax in. Does that sound about right?"

This is the most important part of the call. You're not exaggerating — you're helping them connect the dots between their current anxiety and what it actually costs if they do nothing. Most leads haven't thought about the cost of restoration. Once they have, the \$330/m² suddenly looks like insurance, not an expense. The final question "does that sound about right?" keeps it conversational and gets them agreeing with you.

"Okay, so here's what we do. We apply a crystal-clear protection film directly over your stone, it's completely invisible, heat resistant up to 200 degrees, and it makes the surface 100% stain and scratch proof. It comes with a 10-year warranty. Basically, once it's on, you just live your life. Cook, entertain, let the kids use the kitchen, it doesn't matter. The stone stays perfect. Just like how you'd put a case on your new phone because you want to keep it in that condition, but for your kitchen instead"

Now you sell the outcome, not the product. Don't get into the technical details of the film unless they ask. What they want to hear is: "you will never have to stress about this again." That's the destination. The film is just how you get there.

"Based on the area you've given us, the investment to get that protection and peace of mind is just [Quote]. That works out to \$330 per square metre, and most jobs are done in a few hours with no mess and no disruption. Does that work for you?"

Only give the price after they've felt the pain and heard the outcome. By this point, the quote lands in a completely different context — it's not "how much does this cost?" it's "how much does peace of mind cost?" The framing does the work.

If they want to think about it:

"Totally understand. Can I ask, is it just the investment that's the main thing, or is it more that you're not sure if it's the right time or product for what you need?"

Don't just say "no worries, I'll send you an email." Find out what's actually holding them back. Most of the time it's one of two things: price or timing. Once you know which one, you can have a real conversation about it.