

INCOMING CALL SCRIPT

OFFERING THE ASK THE EXPERT MEETING

[Note - there is another script that sells a paid LCC direct from the incoming call if you want to skip the \$X initial meeting]

Client calls you:

Hi - I'd like chat to you about a project we have, I got your name from X, maybe you can come to do a site visit or we can meet.

[A-QUALIFY THE CALL]

Architect: Hi (caller's name)
Firstly thank you very much for calling.

Can I get some basic details from you first?

- 1) Your full name
 - 2) Your best email address and phone number
 - 3) Did someone refer me? What made you reach out to me?
 - 4) Do you have a site already?
 - 5) Do you have finances and budget arranged or are you looking for help to work out what it needs to be?
 - 6) Who are the key stake holders in this project?
 - 7) When would you like this project completed by?
 - 8) What is the driving reason for this project?
 - 9) Is this a 'MUST do' project or a 'would be NICE to do' project?
 - 10) What stage are you at in your process?
 - 11) Who have you already spoken to?
- (Add or remove anything you want to)

[B-GAIN CONTROL OF THE PROCESS]

Architect: Ok, great thanks for that.

Let me explain how we work. Is that ok?
If our overall process sounds ok we can schedule an initial meeting.

We developed our process for two reasons:
1) to bring projects in on time and on budget
2) to make sure you get the very best design for your needs

Step 1: We connect

The first step is the initial contact which you have done now.
-you give us some basic details
-we outline how we work
-we then schedule the initial consultation meeting.

Step 2: We run an initial meeting

In this meeting we ask a lot of questions to make sure we understand what you want to achieve and that we are the best option for what you need. If we think we can help you we'll let you know. If we do NOT think this is a good fit, we might suggest someone else who could work better for your needs.

It is important to know that this initial meeting is to find out

- Who you are
- What you want to achieve
- The scope of the project and any constraints

This meeting is NOT about

- Reviewing your design ideas
- Coming up with our design ideas
- Or solving any specific problems you might have

Once we understand the project, only if we are both happy do we move on to step 3.

We find many architects rush into design before they have done adequate research. This can be like operating on a patient before a proper diagnosis has been conducted.

We take a little more time, especially with pre-design research because we are only interested in projects which are a complete success, for you and for us.

Once you receive the diagnosis from this step you'll be armed with a more complete picture ... then you can move ahead with confidence, or pause or even stop based on what we discover.

If you move forward your diagnosis document can be used by us or any other architect to improve your design and reduce your chances of project cost over-runs.

Here is what is involved

Step 3: 'Needs and Options Review'

(or your version of the LCC)

- *Needs and Options Review*
- *ROI Road Map*
- *Right Track Workshop*
- *Right Track Road Map*
- *Design Diagnosis*
- *Feasibility Study*
- *Storyboard Workshop*
- *IsMySiteRight*
- *Walk the Site*
- *Possibilities Review*

Here we research everything that needs to be known before we can move into design. This is much like a doctor's diagnosis before she prescribes the procedure.

Step 3 is about

- Identifying some of your best options for the site
- Researching everything we need to make sure we have all the relevant facts.
- Resolving any issues you need fixed prior to design

This step is NOT about design

Once we know the 'lay of the land', including understanding your best options, only then can we move into the exciting part... design.

Step 4: Concept design
Step 5: Construction drawings
Step 6: Construction

[C-NOW BOOK THE FIRST MEETING ON YOUR TERMS]

Does all that sound ok?
Obviously either one of us can stop or pause at any stage.
Great, let's schedule our initial meeting.

[The whole point of this script is to gain client control in the early stages, to set realistic expectations of what will be delivered and what will NOT, and to make sure the client agrees to YOUR process upfront.]