**<Insert Your Company Name Here> Sales Scripts**

**Script 1:** “Mrs. , the owner of our company wrote this book to help you understand your heating and air conditioning system.

Our owner is a stickler about doing things right and with transparency. That’s why he wrote this book, and I know he’d like you to have it.

It’s normally $12.95, but I’m going to give it to you.”

**Script 2:** “Mrs. , I never enjoy giving people news like this, but it’s very likely that your next service call will be the one that you’re going to have to replace your system…”

(then, insert Script 1, beginning with “The owner of our company…”

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