

S.O.S.
(Save Our Subscribers) Help Sheet©
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Financial

- (It looks to me as though the alarm system including burglar, fire and panic is about \$1 per day. Do you think saving a little on something else like newspaper or home phone service might be better? Cutting back on just one or two Starbucks a week saves more than the amount you pay for security.
- (I see you're on quarterly billing. We can move your billing to monthly instead so your bill won't feel so large when it comes. Keeping your alarm system monitored means you won't risk losing your homeowners insurance discount. Do you know how much your discount is?
- (If you're currently paying for home telephone service, we can help you save a lot of money by giving up your phone and using our interactive services. If you think you save money with a cable bundle, we can show you how to actually lower the price you pay by removing your home phone service!
- (Let's see if we can renegotiate your current contract rate? Maybe we can work something out in exchange for a new agreement?
- (I understand the need to lower your monthly expenses. Would two or three months be enough time for you to get caught up? Are you interested in changing some of your service temporarily?
- (**Foreclosure:** I understand that you are having a very hard time right now. We do have a new option for customers who are moving to an apartment or rental property, it is called "Stay Safe" (or whatever you want to call it). This is a Wireless system we can install in these types of residences.
- (**OOB:** I am sorry to hear that you will be closing your business, will you be opening another location or would you be interested in relocating the service to your home? Can you give me the number of the realtor or property management company?

Does Not Use

- (What led you to purchase the system originally? What system functions have you enjoyed the most?
- (As long as the system is monitored, you should be receiving a home owner's insurance discount of up to 20%. Have you contacted your insurance agent to verify if you will still have coverage without an alarm?
- (Remember your smoke, heat, carbon monoxide or flood detection sensors are all 24 hour zones. This means you are protected by these sensors even when you don't arm your system.
- (Did you know we offer really exciting interactive services that can be used right from your cell phone? There are many extremely affordable services that can save you a fortune on electricity and give you more control of your home and security whether you're home or away. I would be delighted to put you in touch with your account rep to discuss this.
- (I am glad that you have not been in a situation where an emergency has occurred. The sad reality is that anything can happen. The good news is that if anything should ever arise, we are here for you?
- (While your neighbors are at work, who is watching your home? Do your neighbors have the entire view of your home such as garage and side doors? What about if there's ever a fire?
- (Would you feel more inclined to use your alarm system if you had remote access to live streaming video from your home? Video offers an amazing layer of very affordable security most people have come to rely on because they can view it right on their smart phone from anywhere in the world!

Competitor Takeover

- (I see you're only on a year-to-year renewal with our company. What is the length of the contract term that you will have to sign with the other company?
- (What benefits will you have with the new system that you don't have with your current system? It improves our services if we know why you are pursuing another company for monitoring services.
- (Yes, our price is slightly higher, but as with all products and services, they are not all the same. Here are some of the really important things you should ask them before you sign anything with them. *(Make a list of at least 10 critical things that differentiates you from everyone else. These should be compelling and should plant the seed of doubt about switching.)*
- (Do you feel as if you were pressured into signing a contract with another company? Did the consultant state they are employed by or with our company?
- (Does the company answer their phones like we do so you can speak with them immediately?
- (Does the company use Underwriter Laboratories-listed monitoring center? Do you know where it is located? Sometimes they're thousands of miles away and monitor hundreds of thousands of alarms. I would love to help you avoid making a mistake if I can. If they're offering you a great deal I'll tell you. I know our industry really well and I'll tell you the truth. If it sounds too good to be true, it usually is and I don't want to see you get stuck in a horrible contract you can't get out of.

Dissatisfied with our company

- (I am so sorry to hear that you experienced bad service. I'm glad you reached me today because I can definitely help you with that issue.
- (I really apologize that we haven't delivered top notch service. I take this personally. Please give me an opportunity to make this right. Let's get a senior tech out to resolve this issue once and for all.
- (It sounds like your issue has not been addressed properly. I will notify my Supervisor that you had these problems with some of our staff. Now, let's get to the bottom of this issue.
- (I am so sorry. Since your service has not been working properly I will credit the amount of time that you reported your system not working.
- (I apologize for the lack of follow through here is my call back number and extension, if you have any questions or concerns feel free to call me directly.
- (I am so sorry that you were given inconsistent information. I will follow up with the representative that you spoke with for additional coaching.

Price Increase

- (I'm sorry our price increase has caused you to want to cancel your service with us. You have been a great customer and we want to ensure you and your family continues to be protected. I will get a new agreement sent to you with your old rate listed. This will ensure you are not subjected to price increases for the next 2 years.
- (**IF customer refuses signing a new agreement** – To ensure you stay a satisfied customer I will have this price increase removed right away. You will see the adjusted amount on your next statement or on your online statement.



Switch to New Phone Service (VOIP or Digital)

- (I'm glad you called. Many times your alarm system will communicate without issue over VOIP or Digital line. However, these new phone services can be unreliable so we do recommend a backup cellular or radio communicator to ensure you and your family stay protected.
- (Many of our customers have cut their landline. We offer a cutting edge solutions that allows your alarm system to communicate even without a phone line and give you unprecedented control over your home or business at the same time. I can get you in contact with your account rep. to learn more ASAP!

Have Pets

- (I know that your pets are important to you. I consider mine a part of the family. That is why I see it as a necessity to protect them also.
- (We can place instructions on your account to direct the fire department to provide assistance to your animals should the need ever arise.
- (We can exchange the motion detector(s) with door or window contacts or a glass break sensor or a pet friendly motion sensor.
- (Did you know that you can bypass the motion detector or arm the system for stay while you're away and your pet could move around in the home?

System Does Not Work

- (I am sorry that the system is not working properly. Can I ask you a few questions to trouble shoot with you and get this system working?
- (Have you made any changes to your local phone provider? If yes, offer to upgrade to GSM, Radio or any service you use. Explain the advantages.
- (I am sorry you are having trouble with your system. I would be delighted to have a technician come out to look.

Someone is always home

- (We monitor your smoke, heat, carbon monoxide or flood detection sensors 24 hours a day. This means you are protected by these sensors even when you don't arm your system.
- (You can arm your system while you are home and still be able to move around inside or while you are sleeping to protect your family.

Cost of Upgrade

- (I am so grateful for your trust and your loyalty. You have been a customer with us for a long time and I would like to keep you as a customer. Let me go to bat for you and see what I can work out with your account rep., would that be alright?
- (I noticed that the system you currently have has been in your home for a number of years. I would like to suggest an upgraded system (at little or no cost to you) that has the newest technology available on the market. I know we can work out something fair and reasonable.

