

Used Piano Request VM Response A



BEEP : Hi Tom, my name is Mike Jones with Prestige Pianos, and I'm calling you because I received your online information request about pianos. I'd like the opportunity to help you find the piano that's going to change your life and inspire you. I see here from the comment you left on the web form that you are interested in upright used pianos. I have a group of pianos in front of me that have just been moved to our clearance list and one of them might be perfect for you. I have to ask you a few brief questions before I can narrow down the group. This is the beginning of a fun process, so call me back at 615-334-3321 and give me the opportunity to help you! Ask for Big Mike!

Used Piano Request VM Response B



BEEP : Hi Tom, my name is Mike Jones with Prestige Pianos, and I'm calling you because I received your online information request about purchasing a piano. I've been selling pianos for a long time, I'm like the Einstein of pianos, I can answer all of your questions and help you find the piano that's perfect for you, so you can stop looking and start enjoying. This will be a fun process. I have to ask you a few brief questions so give me a call back so we can get started!

615-334-3321 Ask for Big Mike!

Mike: Hello, This is Mike.

Jack: Hey Mike Jack from Prestige Pianos Internet Sales hoping you're having a great day and can answer a couple quick questions so I can serve you in the best possible manner. Do you have just a moment? I promise to be brief.

Mike (a bit irritated): What's this all about?

Jack: Yes Sir it is about your Internet inquiry about pianos and I try to call and personally meet every person who shows interest in a piano because buying a piano is an important decision and I consider myself the best tour guide in town when it comes to finding the right piano in the right price range. Is this an ok time to ask you a couple very brief questions or would there be a better time to reach you? I want to be courteous, I'm not trying to sell you anything today, I'm simply asking permission to figure out how best to serve you.

Mike: Well, that's a first, a salesman NOT trying to sell anything!

Jack: Mike, just consider me a concierge, if you help me understand what you need better I can point you in the right direction. The direction towards the proper instruments for you consider.

Mike: well ok let's go for it, if I get an important call coming in I'll have to take it though.

Jack: not a problem Sir. I serve professionals all the time. Mike, in your comment area you mentioned you were interested in a "reasonably" priced baby grand. I understand you want to save money and I will help you do that but since baby grands come in different lengths do you know if you need one closer to 5' or 5 and a half feet long?

Mike: well, I'd like the longest one which would fit because I know from studying on line that the longer the piano the bigger the sound but I do have only so much room and I don't want to go over budget.

Jack: and as a point of reference what is your ball park budget? so I can tell you if we have a selection in that price range.

Mike: well, I was going to try and find something in the \$12,000 range but I am a bit picky so I may need to bump it a little but definitely not above \$15,000.

Jack: Well Mike we are in luck. We take several really nice used pianos in on trade every year...

End role play.

Jeff, this is Mike from Prestige pianos, I'm the pesky sales professional who has left you several voice messages. If you would rather communicate via text, if that is more convenient for you, that is fine with me. If you are still interested in information about pianos I'd like permission to ask you a few quick questions to better serve you. I promise to be brief and informative, I am the area's very best tour guide when it comes to finding the right piano. If you have already found one I congratulate you and please let me know so I can remove you from my follow up list. Wishing you a Great Day, Mike.

Jeff this is Mike from Prestige
Pianos, would you rather text
than talk on the phone? I know
how busy life is, I just have a
question or two to better serve
you.

Hi Mike, I was looking for a
Player Piano, what do you have?

Sample of an Effective E-mail Follow up.



Hi Jeff, This is Mike from Prestige Pianos. Thank you for requesting a list of our used pianos.

My job is not to sell but match people with the best piano for them within their budget. We are constantly taking in pianos on trade or consignment if they meet our standards.

May I have permission to call and ask a few quick questions so I can steer you in the right direction? If so, please provide your phone number and the most convenient time to call. I promise it won't take but a few minutes and thanks again for your inquiry.

At Your Service,

Mike Jones
Internet Sales Director
Prestige Pianos, Springfield

Sample of an Effective E-mail Follow up. (2)



Hi Jeff,

This is Mike from Prestige Pianos. In response to your comment via our web form, I believe I have two pianos that may be perfect for you to consider. May I have your phone number and the best time to call? With your permission, my goal is to help you find the right pianos to consider inside of your budget.

At Your Service,

Mike Jones
Piano Concierge, Internet Division
Prestige Pianos, Springfield



PROSPECTS INTL
LEAD GENERATION



It is our sincere belief that regardless of manufacturer affiliation we will all benefit from a healthier piano industry. Every one of our respective pieces of the pie will grow if we all do a better job of engaging with people who are online and excited about pianos.

Thank you all and Happy Selling!

Questions, Comments?