



## ERP/EMS Objections

*"...that's ok...no problem...now when you say.."*

### ***Feel Felt Found***

*...I understand how you feel  
...most clients have felt the same way  
...here's what they/we have found...*

### **Haven't needed to use a company like yours**

- When was the last time you had a pipe break, sprinkler head, or flash flooding?
  - How would you handle a *sprinkler break*...?

### **Price is too high**

- Compared to what?
- What is your budget?
  - If we can meet your budget would you be interested in....
- When was the last time we did a job for you that the price was too high?

### **Already have a company we use**

- Who do you use?
  - What's the name of your account manager?
- What do you like about them?
- How long have you been using them?
- What could they be doing better for you?
- What services can they not provide for you?
  - Who do you use for those services?
- How would you compare the *company* you use to **[Your Restoration Company]**?
  - What would make you give us a shot?
- How does the *competitor* help you implement an emergency preparedness plan?
- How does competitor help you budget for a disaster?

### **No interest**

- What are you not interested in?



### Not a priority for us

- What exactly/which part is not a priority for you?
  - Repeat what isn't the priority
  - What is the cost for you not to be in *operation* for a single day?
    - What if we can help you minimize those cost, would that be of interest?
    - Is that part of your responsibility?
- Why is the *ERP* not a priority?
- What is your current top priority?
  - Is a emergency plan not required?
- When will the *ERP* be a top priority?
- Is a documented emergency plan not required by Insurance/state legislation?

### I'm Busy/No Time

- When will you have time to discuss an *emergency preparedness plan*?
  - At that time you will be able to *meet*?
  - What do you think will change from now and then?
- How much time is in your schedule to dedicate to a proper emergency preparedness plan?
  - If I can help you make an entire emergency plan within that time frame would you be interested?

### Have a plan in place

- Who put the plan in place?
- How long has it been in place?
- When was the last time it was updated?
- Who is in charge of the plan?
  - How many people are involved in putting it together?
  - How long does it take to put together?
    - What if I can help you shorten that time?
- How do you access and update the plan?
- What's included in the plan?
  - What does your plan not have you wish it did?
    - Would having a *3D Scan* of your important areas benefit you?

### Need to be an approved vendor

- What does that process look like?
- If we are an approved vendor, you can use us for *emergency restoration services*?
- How long does the vendor approval process take?



**Do the work in house**

- How long have you been doing restoration work in house?
- What limitations do you have?
  - Who do you hire for those services?
  - How long have you been using them?
- What certifications do you and your staff have?
- What liability concerns do you have?
- How much drying equipment do you have on site?