



Veritas Instrument Rental Incorporated

Rental Phone Script

Keep near phone with current rental brochure v2.0 (8/13)

EMPLOYEE: Good Morning! _____, this is _____. How may I help you today?
Store Name Your Name

CUSTOMER: *Hi, do you rent clarinets?*

EMPLOYEE: Yes we do! Is this for a student?

CUSTOMER: *Yes, my daughter.*

EMPLOYEE: Great! What school does your child attend?

CUSTOMER: *She goes to Oak Grove Middle. (Look up this school among your completed surveys now!)*

EMPLOYEE: Okay, that's Mrs. Anderson's class. We work closely with her and are aware of her preferences. I see she's using the Standard of Excellence method book again this year and would like her clarinet students to play either Selmer or Jupiter brand clarinets. We have both in stock as well as music stands for home practice and instrument care kits to keep the instrument clean, both of which Mrs. Anderson suggests students have. Has your child ever played an instrument before?

CUSTOMER: *No. This is her first time in band.*

EMPLOYEE: How exciting! Well congratulations on her choice to participate in school music. I think you'll find it to be a great experience. I'm not sure if you're already aware, but there have been countless research studies over the years that have shown a direct relationship between music making and increased brain activity, stronger test scores, self-discipline and more. Do you have any other music makers in your family or have you ever been to our store?

CUSTOMER: *No, we haven't.*

EMPLOYEE: No problem. We're very easy to find (Provide easy directions using landmarks). Regarding the rental process, it's also quite easy. We'll get you in and out in no time. We're open until 9pm tonight. Would you be able to bring your child with you to the store? They love being a part of the process and seeing their instrument for the first time.

CUSTOMER: *Yes, we can do that.*

EMPLOYEE: Great. And if I may ask, how did you hear about us?

CUSTOMER: *We received your flyer from the teacher.*

EMPLOYEE: Well we sure appreciate your giving us the opportunity to be a part of your child's musical experience. (Get name & number and lock in their commitment with an appointment time)

If the customer interrupts and/or asks for pricing information, **KEEP IT SIMPLE!** Memorize something like, "Clarinets start at \$18 per month and your first month is free so there's no payment to be made today!" Same applies with repair, return & exchange questions. Keep it simple and get them into the store!