PHONES

WHAT A GOOD BOOKING CALL SOUNDS LIKE

Rapport, value, two choices, and a read-back.

Good schedulers don't diagnose. They make it easy for a homeowner to say yes to the right visit.

1. **Open warm.** Use their name and your history with them.
2. **Find the reason.** Ask what is going on and how long it has been happening.
3. **State the value.** Say what the visit does for them.
4. **Offer two windows.** Choices book better than an open question.
5. **Read it back.** Confirm the details and note any concerns for the tech.

Score real recordings against these five steps each week, with the person who made the call.

THE CALL THAT PAYS FOR EVERYTHING ELSE

Your marketing, your trucks and your reputation all lead up to one conversation that may last four minutes. A strong booker turns those minutes into revenue. A weak one sends paid-for leads to your competitor.

OPEN WARM, AND SOUND LIKE A PERSON

Answer with your company name and your own name, slowly enough to be understood. Smile while you talk; people can hear it. If your software shows who's calling, use it: "Hi, Mrs. Jones. It looks like we were out to see you last spring."

LET THEM TELL THE STORY

Ask an open question and don't interrupt. Many callers have practiced what they're going to say. Letting them finish is the quickest way to earn their trust, and you'll get better information for the tech.

Then ask a few focused questions:

- How long has this been going on?
- Has anything like this happened before?
- Is anything leaking, sparking or unsafe right now?
- Is anyone in the home at particular risk from heat, cold or a loss of water?

SHOW THAT YOU HEARD THEM

A short sentence of empathy goes a long way: "That's no fun, especially with this heat." Avoid canned phrases. Respond to what they actually said.

STATE THE VALUE OF THE VISIT

Tell them what happens next and why it's worth their time: "A licensed technician will come out, find the cause and go over your options before any work begins." If you charge a service fee, say so clearly. Hiding it until the end, or until the tech arrives, creates exactly the distrust you're trying to avoid.

DON'T DIAGNOSE

Callers will push: "Can't you just tell me what's wrong?" A guess from the office can cost you the job either way. If it sounds serious, you may scare them. If it sounds simple, you'll set a price expectation you can't keep. Stay kind and hold the line, and use the script.

HANDLE THE PRICE QUESTION

"How much will it cost?" often means "Can I trust you?" Be honest about the fee, explain why you can't quote a repair sight unseen, and move to the schedule. Have a clear rule about what your bookers may quote, such as tune-ups, service fees or fixed-price installs. Put that list at their desk.

OFFER TWO WINDOWS

"When would you like us to come?" forces the caller to work. "I have Tuesday between 8 and 10, or Wednesday between 1 and 3" makes it easy. If neither fits, offer two more.

READ IT BACK, THEN CLOSE THE LOOP

Confirm the date, the window, the address and the best number. Note gate codes, pets and anything else the tech should know. Tell them what happens next: "You'll get a confirmation now, and a text when the tech is on the way."

COACH FROM REAL CALLS

Scripts on paper only go so far. Listen to two or three recorded calls per person each week, and grade them against the same list. Let the person who took the call speak first: "What did you like? What would you change?" People grow faster when they hear it themselves. Use the call grading sheet.

Track booking rate per person, but look at it fairly. Separate calls that couldn't be booked, like wrong numbers, vendors and areas you don't serve, from those that could. That's the booking rate that tells you how someone's really doing.

Sources: Service ProCall program guidance.

Published by Service ProCall. Last reviewed November 2026.

BEST PRACTICES: NO-SHOWS AND CANCELLATIONS

MAKE IT A HABIT

What good looks like

> Aim for 7 or 8 of every 10 booked visits to happen as scheduled.

> Every booking confirmed back to the homeowner on the call.

> A reminder the day before and the morning of.

The habits

1. Read the booking back: date, window, address and phone number, in the homeowner's words.
2. Tell them why the visit matters to them, not just when it is.
3. Send a confirmation right away and a reminder the day before.
4. Call or text when the tech is on the way, with a name and photo.
5. Track no-shows by reason and by who booked them.
6. Rebook missed visits the same day.

Signs it's time to get help

- More than one in five booked visits don't happen.
- Bookings are taken without a read-back or a confirmation.
- You don't know why visits are missed.

Where we fit: Service ProCall verifies every booking with the homeowner on the call, and confirmations go out automatically in ProCall Field.

More on no-shows and cancellations