

**Land More
High Paying
Clients with a
Simple to Use
Interior
Design In-
Bound Pre-
Qualifying
Call Script**





Here's a lead conversion pre-qualifying script for interior designers that you can use for inbound calls:

[Phone rings]

Interior Designer: "Thank you for calling [Interior Design Firm Name], this is [Your Name], how may I assist you today?"

Potential Client: "Hi, I'm interested in getting some interior design work done for my home. Can you tell me more about your services?"

Interior Designer: "Certainly! We offer a wide range of interior design services tailored to meet your needs. Before we begin, may I ask a few questions to better understand your project and make sure we're the right fit for you?"

Potential Client: "Yes, of course."

Interior Designer: "Great. First, can you tell me a little bit about your project? What type of space are you looking to redesign?"

Potential Client: "I have a two-bedroom home that needs a complete overhaul. I want to update the furniture, paint, and decor to create a more modern and functional space."

Interior Designer: "That sounds like an exciting project! Can you tell me if you have a budget of more or less than \$20,000 for this project?"

Potential Client: "I'm not sure yet. I want to get an idea of what the cost will be before I decide on a budget, but \$20,000 seems about right."



Interior Designer: “Perfect. We work with clients with a wide range of budgets, so we can help you find options that fit your needs. Next, Have you ever hired a design before? Or managed a renovation project in the past?”

Potential Client: “My parents had a lot of renovation work done before, but this is my first time.”

Interior Designer: “Great. Well, I’ll keep you informed the entire time and check in with you regularly. Next, can you tell me what your timeline for the project is? When would you like to have the project completed?”

Potential Client: "Ideally, I'd like to have it done within the next six months."

Interior Designer: "Great, that gives us plenty of time to work with. Can you share with me a little bit about your personal style and what you envision for your space?"

Potential Client: "I'm really into minimalist and Scandinavian design, and I want my space to feel open, bright, and welcoming."

Interior Designer: "That sounds like a great vision for your space. Who will be the person leading this project? You? You wife or husband? Renovation projects can become stressful, and I just want to know who will be the point person for design and budget decisions."

Potential Client: “I will be the person leading the design and budget.”

Interior Designer: “Great. Based on what you've told me, I think we would be a great fit for your project. I'd love to schedule a consultation with one of our designers to discuss your project in more detail and provide you with a more accurate estimate. How does that sound?”

Potential Client: "That sounds great!"

Interior Designer: "Wonderful! I'll email you with some dates and times for the consultation, as well as some additional information about our services. Thank you for considering [Interior Design Firm Name] for your project, and we look forward to working with you soon."



3 Tips for lead follow up, that converts the lead to a paid client

Sure! Here are three tips for lead follow-up that can help convert a lead into a paid client:

Act Quickly: When it comes to following up on leads, time is of the essence. The longer you wait to follow up, the less likely the lead is to convert. In fact, according to a study by the Harvard Business Review, companies that followed up with leads within an hour were 7 times more likely to qualify the lead than those that waited even just one hour longer. So, make sure to follow up as quickly as possible, ideally within the first few minutes or hours after receiving the lead.

Personalize Your Approach: Rather than sending generic, cookie-cutter follow-up messages, make sure to personalize your approach based on the lead's specific needs and interests. Use the information you gathered during the initial contact to tailor your messaging and offer a solution that directly addresses their pain points. This can help build trust and demonstrate your value as a potential partner, rather than just another salesperson.

Provide Value: The key to converting a lead into a paid client is to provide value throughout the entire follow-up process. This means focusing on the lead's needs and providing solutions that will help them achieve their goals, rather than just pushing your own products or services. Share relevant information, offer helpful resources, and answer any questions they may have. By providing value and demonstrating your expertise, you'll be more likely to win their trust and earn their business in the long run.

