



## The Perfect Sales Script for Credit Repair Leads

NOTE: The words in *italics* are your suggested "lines," but of course you will make it sound like you. Read on and try this script out for amazing results with your credit repair leads!

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→ Hello \_\_\_\_\_, My name is [YOUR NAME] with [YOUR CREDIT REPAIR COMPANY]. Did I reach you at a good time?

(Pause here--and listen to their answer! It's ok to call back another time.)

*We specialize in credit restoration and education.*

- *You were recently referred to us by \_\_\_\_\_. They told me it would be ok to call you and see if you could benefit from our services the same way they currently are.*
- *You recently expressed interest in our credit education online.*
- *You recently emailed us about improving your credit.*

*Your time is valuable to me so I will keep this short. I just need to ask you a few simple questions to get started.*

*Why did you [call//email//fill out the form on the website]?*

*Why do you want to improve your credit?*

*Are you using your credit to purchase something right, like a home loan?*

*Do you have any negative accounts that are causing you problems?*

*Do you have any open credit cards on your report now?*

*Now before we continue not everyone does qualify for our restoration program, so I need to check and see if you do. The process is simple, I just need to ask you a few questions and review your credit report.*

*For us to determine exactly how we can help you, I need to see your current credit report. Will you get that pulled up for me right now?*

**If they do not have the most current copy immediately available, follow the steps below:**

- 1) Guide the person to one of the recommended credit monitoring services (our list is available in your Credit Repair Cloud account)
- 2) This usually costs \$1 for a one-month trial, and then about \$20 every month after that if you choose to keep it, which we would recommend. And you can cancel at any time.
- 3) If this person is not willing to commit to the money here (after you've asked a couple of different ways and reiterated the pain points), you may end here and follow up with them in a few months
- 4) **Once they say yes here, you ask a few important budget and timeframe questions (below)**

→ *Great! I'd like to show you the value of what we do before we move forward. Are you the person who makes the financial decisions in your house?*

- **If yes**, move on to Free Consultation and Credit Audit Script
- **If no** [or *Yes, but I always talk it over with my partner/mother/doctor*] find a time when you can **review the credit report together with all the decision-makers**

*That makes sense. When is a good time to show both of you how we help people with their credit?*

*What's better for you - [morning or afternoon]? [1:30pm or 3:30pm?] (Give two choices for time of day and then two specific appointment choices)*

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**When your potential client wants to move forward with the free consultation and credit audit, it's time to move on to The Perfect Free Consultation Sales Script!**

**Additional resources:**

<https://www.creditrepaircloud.com/support>

<https://creditrepaircloud.com/resources>

<https://creditrepaircloud.com/blog>

[www.creditrepaircloud.com](http://www.creditrepaircloud.com)