

SHORT ORDER FORM

Aaron's®

Furniture • Electronics • Appliances

Start
Here

In Store

Start
Here

Phone

Step
1

Greeting

"Hi, Welcome to Aaron's."

Everyone greets within 3 seconds. Be friendly and sincere.

"Thank you for calling Aaron's."

This is _____, how may I help you today?"

Step
2

Introduction

With a friendly handshake,
"Welcome to Aaron's, I'm _____ and you are?....."

"Whom do I have the pleasure of speaking with today?"

Step
3

Purpose

*"What brings you in today?
Furniture, Electronics, or
Appliances?"*

The Customer will likely have already told us why they are calling. Simply say: "Hello _____, nice to meet you." and proceed to the next step.

Step
4

Urgency

"Great! How soon do you need your _____?"

Step
5

Qualifying Questions - "Guess Who?"

Items of interest: _____

Features needed: _____

Retail Price



Same As Cash



EPO At Any Time

12 Months



18 Months



24 Months

Lowest Cost of
Ownership
Highest Monthly
Payment

Budget Plan -
Balances
Cost of Ownership &
Monthly Payment

Lowest Monthly
Payment
Highest Cost of
Ownership

Step
6

Ask for the order - "Before 3 PM or After 3 PM?"

Once we have the best recommendation to meet the Customer's needs, we have earned the right to ask for the sale.

Primary Customer Information

Full Name: _____

Address: _____

City: _____ State: _____ Postal Code: _____

Home / Mobile#: _____ Work#: _____

E-mail Address: _____

Step
7

H2O

Bring the Customer a cold bottle of water. Do not offer it to them in conversation. **This step may be used at any time.**

Remember:

The Customer steers the order of the conversation. Do not ask a question before first answering the Customer's question.

Why Aaron's:

- Pre-Approved for up to \$3000/ No Credit Needed
- Low Price Guarantee
- Name Brand Products
- Same Day Delivery & Setup
- 120 Days Same as Cash
- No Long Term Commitments
- Flexible Payment Options
- 2nd to None Product Service

To be completed by the Aaron's Associate **ONLY** if the customer

DOB: _____
Requested Delivery
Date: _____