



## Home Improvement In-Store Sample Scripts

### WINDOWS:

Most people look out the window and take in the view or indulge in a daydream. But at (INSERT BUSINESS NAME HERE), we don't look out the window - we look AT the window. See, we're window experts, providing homes and businesses superior services for over a decade. And we don't stop at the glass. Ask us about our metal restoration, screen repairs, awning care and more. We're the customer-driven company that's clearly the best.

### EQUIPMENT:

Talk about versatile - - check out the Step Stool Toolbox. It supports up to 300 pounds, and has a lift out tray plus internal storage! Great around the kitchen, kids room, or the shop. Convenient and affordable, only from (INSERT BUSINESS NAME HERE)!

### LAWN AND GARDEN:

The grass is always greener when (INSERT BUSINESS NAME HERE) hardware is on your side. For a lush lawn next spring, now's the time to put down Scott's Lawn Pro Fertilizer. And if you have any questions about creating your healthy lawn just ask us. We'll be glad to help.

### SEASONAL - WINTER PREPARATION:

(INSERT BUSINESS NAME HERE) reminds you that the cool weather will be here before you know it and now's the time to get your home ready for winter. Insulation, siding, weather stripping, you name it - if it prevents you from having to sleep with the dog to keep warm, (INSERT BUSINESS NAME HERE) will take care of it for you. Just let us know what you need to give old man winter the cold shoulder. Thanks.

### HONEY-DO LIST:

Hi, and welcome to (INSERT BUSINESS NAME HERE) . We know you've watched all the home improvement shows, read countless magazines for ideas and now you are ready to start on those projects around the house. Well, you've come to the right place. We have everything you need to turn that "honey-do" list into honey done! Just let one of our friendly associates know how we can help you.

### COMMUNITY INVOLVEMENT:

At (INSERT BUSINESS NAME HERE), we don't just help you fix things around the house. We also are dedicated to fixing things in our community. That's why we are proud to sponsor (INSERT CHARITY HERE) and would love for you to join us. Thanks for your support.

### MAKE THE MOST OF YOUR IN-STORE OPPORTUNITY.

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