



Roofing Cold Calling System

Base Script + Objections + Timing + Tonality

1 FOUNDATION: BEFORE YOU DIAL

Cold calling is not about convincing.
It is about identifying opportunities.

Your goal is simple:

Book a free roof inspection.

Not sell.

Not argue.

Not educate for 10 minutes.

Book the inspection.

2 CORE SCRIPT #1 (Primary Insurance Angle)

Direct + Confident Opening

“Hi **[Owner First Name]**, this is [Your Name].

I work alongside insurance companies here locally and we're offering free roof inspections in your area.

I just wanted to see if you've had anyone take a look at your roof recently?”

Why This Works:

- Uses their name immediately (pattern interrupt)
- Positions you as aligned with insurance (credibility)
- Makes it about inspection, not selling

If They Say No:

“No problem at all. We're just offering a quick, no-cost inspection to check for storm or age-related damage.

It only takes about 15–20 minutes.

Would mornings or afternoons work better for you?”

3 CORE SCRIPT #2 (Storm Activity Angle)

Use this after storms.

“Hi **[Owner First Name]**, this is [Your Name].

We’ve been working with homeowners in your neighborhood after the recent storms, helping with free inspections and insurance documentation.

I just wanted to check — has anyone inspected your roof since the weather came through?”

If no:

“Got it. That’s exactly why we’re reaching out — most damage isn’t visible from the ground.

We can stop by, take photos, and let you know if anything needs to be addressed.

Does tomorrow afternoon or Thursday morning work better?”

4 CORE SCRIPT #3 (Straightforward Neighborhood Approach)

“Hey [**Owner First Name**], this is [Your Name] with [Company Name].
We’re doing complimentary roof inspections in your area this week.
Have you had your roof checked in the last year or so?”

If hesitation:

“Totally understand. This isn’t a sales call — it’s just preventative.
If everything looks good, we’ll tell you.
If not, we’ll show you exactly what we see. Fair enough?”

5 BASIC OBJECTION HANDLING

Keep it calm. Short. No arguing.

? “I’m not interested.”

“I completely understand.

Quick question — is that because you’ve already had it inspected, or just not something you’re thinking about right now?”

This reopens the conversation.

? “I’m not filing an insurance claim.”

“That makes sense.

The inspection doesn’t mean you’re filing a claim — it just gives you information. If everything looks good, great. If not, at least you know.”

? “I already have a roofer.”

“That’s great — it’s good to have someone you trust.

When was the last time they inspected it?”

Pause. Let them answer.

? “How did you get my number?”

“We’re reaching out to homeowners in the area who may qualify for a free inspection.

Just trying to make sure no one misses potential damage.”

Do not over-explain.

6 BEST TIMES TO CALL

Your contact rate determines your success.



General Best Windows:

- Weekdays: 4:30 PM – 7:30 PM
- Saturdays: 10:00 AM – 1:00 PM
- Avoid: 12:00 PM – 2:00 PM (low answer rates)



How To Find Your Best Time:

Track:

- Dials made
- Contacts
- Conversations
- Appointments set

After 100–200 calls, look for patterns:

- What time block produces the highest contact rate?
- What day converts best?

Adjust weekly.

7 TONALITY TRAINING

This matters more than the script.

Voice Guidelines

- Smile while talking (people hear it)
- Slight downward inflection at end of sentences (confidence)
- No rush in the first 10 seconds
- Slight energy lift when saying “free roof inspection”

Avoid

- Sounding scripted
- Talking too fast
- Sounding desperate
- Over-explaining

Sound Like

- A local professional
- Calm
- Confident
- Short and direct

8 GOLDEN RULES

1. Use the owner's first name immediately.
2. Keep the conversation under 60 seconds.
3. Always ask for the appointment.
4. Offer two time options (never "when works?").
5. Call every number listed for each property.
6. Log every outcome in your sheet.

9 TARGET BENCHMARK

If executed properly:

- 100–150 dials/day
- 10–20 real conversations
- 3–5 inspections booked per hour of solid contact time

Consistency > perfection.

10 FINAL REMINDER

You are not selling a roof.

You are offering information.

If there's damage — you help.

If there isn't — you move on.

Stay professional.

Stay consistent.

Stay detached.

The inspections stack.