

Milestone - No-Gimmicks Window Sales Script

You ever wonder why buying replacement windows has to feel like buying a used car?

Some window companies will sit in your house for **three or four hours** and just beat you up and beat you down.

You're trying to feed the kids. You're ready to go to bed. You've already told them no three times - **and they still won't leave.**

Finally, you're so exhausted you just sign the contract to get them out of your house...

Only to wake up the next morning thinking, **"What the hell did I just do?"**

And three days later, you're calling to cancel it.

At Milestone, our average sales call lasts about **45 minutes to an hour**, depending on the size of your home and the scope of the project.

Now, that doesn't mean we're going to rush through your appointment. **Not at all.**

We'll take the time to show you the window, explain how it's built, go over the glass, energy efficiency, warranties, installation process - whatever you want to know. We'll answer every question you have, and we'll take the time necessary to measure everything properly.

If you need more time, we'll stay longer.

But realistically, we can show you a window, educate you on it - **and then some** - in a whole lot less than three or four hours.

There just isn't a legitimate reason to sit at somebody's kitchen table for four hours talking about a window.

We want to educate you. We want to earn your business. But we don't want to waste your time.

Then there are the pricing games.

They start with some ridiculously high price, but suddenly... **"If you buy TODAY, I can knock \$8,000 off."**

You still say no, and the next day the manager calls with **another discount.**

And my personal favorite: **"BUY FOUR WINDOWS, GET FOUR WINDOWS FREE!"**

Come on.

Nobody is giving you four windows for free. **You're paying for all eight of them.** They just buried the cost somewhere else.

And here's something else we do differently at Milestone:

We don't give you a price while we're sitting at your kitchen table.

Why?

Because **we wouldn't want to be sold that way - and we don't think you do either.**

Honestly, it's almost insulting. Start with some ridiculously inflated number, watch your reaction, and then suddenly start finding discounts until you finally say yes?

That's not how we want to be treated, and it's not how we're going to treat you.

We're not interested in just throwing out a number and seeing if you'll bite.

We take the measurements and specifications back, put the actual windows into our quoting software, determine **what those windows are really going to cost**, calculate the labor required to install them properly, and **then** we give you a price.

A real price.

Not some inflated number designed to leave room for three fake discounts and a "today only" deal.

At Milestone Windows and Doors, we decided a long time ago that we weren't going to do business that way.

We're going to use **superior products**.

We're going to use **professional installers - and pay them well**.

We're going to make a **fair profit** so we can stand behind our work and take care of our customers.

And then we're going to give you a **fair price the first time**.

No four-hour presentation.

No high-pressure sales tactics.

No fake "today only" price.

No calling the manager for some magical discount.

And no pretending half your windows are free.

Just superior products, professional installation, fair pricing - and no insulting sales gimmicks.

Don't overpay. Don't delay. Call Milestone today!