

Customer Pain Point Script Pack

This template pack offers simple, copy-and-paste scripts your team can use to uncover and solve customer pain points so you can build trust faster and close more deals.

How to use: copy the script that fits your situation and paste it into a new document. Personalize the names and details, then update the tone or language so it aligns with your business.

Scripts for Sales Technicians

When customers reach out, they might only share the surface pain point. It's up to you (or your team) to listen to what's really frustrating them, show you understand, and help make it right.

Phone Call Script:

Hey [Customer's Name], thanks for reaching out about our [service (e.g., pet waste removal)] service. To help you best, what made you call us today?

(Let them describe the pain point)

Are there any other issues or details I should know about?

(Let them speak)

Got it, thanks for sharing. Here's what we can do to help [explain your service/solution].

Pro Tip: When you're ready to suggest a service, finish your sentence with "so that..." to explain why it matters to the customer. This small language shift moves the focus from *what* you do to *how* it helps them.

For example, if you offer pet waste removal services, you could say, "*We sanitize our equipment after every visit so that your pets stay safe and germs don't spread.*"

Follow-up Sales Call

If your prospect hasn't booked yet, this is your chance to re-engage them with purpose. Bring the conversation back to why they reached out in the first place by reminding them of the problem they still need solved.

Phone Call Script:

Hi [Customer Name], just wanted to check in—were you able to take care of [pain point (e.g., getting your yard cleaned up)] yet?

(Let them speak)

If they still need a solution:

No worries, here's what we can do to help [explain your service/solution].

Pro Tip: If a customer asks, "How much does it cost?", don't just drop a number. [Send an email through Jobber](#) with a PDF that breaks down your pricing and services.

You could also link a short video walking them through the top five questions or concerns you hear most often, and explain how your service helps prevent or solve each one.

Script for Service Technicians or Customer Service Reps

The service visit is your opportunity to reassure customers you understand their problem and are committed to fixing it. Set clear expectations ahead of time by sending an email reminder. It's easy to keep it friendly and professional by using an email script like the one below.

Email Script:

Subject line: Your [service name (e.g., pet waste removal)] appointment is coming up

Hi [Customer Name],

Just a quick reminder, your appointment is scheduled for [service date] at [service time].

We'll be doing a [scheduled service (e.g., one-time yard cleanup)] to help with [pain point (e.g., keeping your yard clean and safe for pets)].

If you have any questions before or during your appointment, let me know.

Kind regards,

[Your Name / Company Name]