



This script is for an eStore representative where the store also sells toilet seat risers. It begins with the caller inquiring to buy a toilet seat riser. The first page contains example dialog to setup educating the customer on the Medway Deluxe Easy Toilet Riser. The second page describes the advantages.

**Representative:** Thank you for calling <company name>. My name is <rep. name>How may I help you today? [replace with your general greeting]

If Customer responds: "I want to order a toilet seat riser."

**Representative:** You've called the right place. Just so I can help you best in may I ask you a few questions?

If Customer responds: Well, I've already picked out the one I want from your site.

**Representative:** Great, I'd be happy to help you with your order or let you know about an alternative product we now carry just in case you missed it. Which would you like me to do?

If Customer Responds: I'd like to order the product I picked out.

**Representative:** [Take the order, skip the rest of script.]

If Customer Responds: Well tell me about the alternative product.

**Representative:** [Go to Medway Toilet Riser Advantages section]

If Customer Responds: Yes [you can ask me a few questions]

**Representative:** Thank you. First, is the need for a toilet seat riser a temporary need say, for example, a short recovery need, or a longer term need?

If Customer Responds: Short Term

**Representative:** Then a seat riser will probably be your best choice. [Take order, skip the rest of script.]

If Customer Responds: Longer term

**Representative:** Longer term, great. The second question is; are their other people using the same bathroom?

If Customer Responds: Yes [or] No [to other people question]

**Representative:** Great. Then we have another product that may suit you better. May I tell you about our Medway Deluxe Easy Toilet Riser?

If Customer Responds: Yes

**Representative:** Great. [Go to Medway Toilet Riser Advantages section]

If Customer Responds: No, I just want to order the seat riser.

**Representative:** [Take order, skip the rest of script.]



## Medway Toilet Riser Advantages Section

**Representative:** The alternative product we have is called the Medway Deluxe Easy Toilet Riser. Did you happen to see it on our website?

If Customer responds: Yes [or] No

**Representative** [If your website is easily navigable – direct them to –or back to – Easy Toilet Riser page.] Great, let me get you to that page so I can quickly tell you the advantages of Easy Toilet Riser.

**Representative:** The first big advantage of the Medway Deluxe Easy Toilet Riser is that it doesn't have to be cleaned after it is used. Toilet seat risers, on the other hand, sit on top of the toilet and have straight sides that often get soiled by usage. Then you have to clean them because the flush water doesn't get to them. [you might ask: Are you the one that will have to do the cleaning?] If other people use the bathroom, then seat risers have to be cleaned and stored – so they have to be cleaned really well to eliminate odors or potential contamination to other things stored nearby. The Easy Toilet Riser only gets cleaned during the normal cleaning of the floor and toilet base. You and anyone else in the house will forget that it is even there.

The second big advantage is that the Easy Toilet Riser isn't between you and the toilet. You get to use the toilet completely normally and comfortably. It is just a little higher where you need it. This also allows others to also use it normally – without them having to touch a seat riser to move it or ask you to move it, which some people find embarrassing.

If Customer Responds: I've seen another similar product – which one do you recommend.

**Representative:** The Medway Easy Toilet Riser is the only one made in the United States – Ohio actually. It is a simpler and strong 1 piece construction. It is 50% stronger than the imported product and is guaranteed for life against breakage. These folks don't cut any corners.

If Customer Responds: How does it get installed?

**Representative:** The nice thing is that it only has to be installed once. If you have someone that is handy around the house – then it is a simple installation process. If you don't then a local handyman or plumber can install one in less than an hour usually. The kit comes with everything you need.

