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# PHONE & BOOKING SCRIPTS

Word-for-Word Scripts That Convert Calls Into Cash

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Part of The Junk Removal Playbook

**THE JUNK REMOVAL PLAYBOOK**

[junkremovalops.io](http://junkremovalops.io)

# TABLE OF CONTENTS

## **Junk Removal Playbook: Phone & Booking Scripts**

- Section 1: Inbound Call Script
- Section 2: Outbound Follow-Up Script
- Section 3: On-Site Upsell Script
- Section 4: Review Request Script
- Section 5: Commercial Prospecting Scripts
- Section 6: Objection Handling Guide
- Quick Reference: Call Flow Summary

# Junk Removal Playbook: Phone & Booking Scripts

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These scripts are built for one purpose: convert more calls into booked jobs. Every word is here for a reason. You don't need to memorize them verbatim — but you do need to internalize the structure, the questions, and especially the objection responses.

The difference between a junk removal company that closes 40% of its calls and one that closes 70% usually isn't price. It's how they handle the call.

## Section 1: Inbound Call Script

This is the script for when a new customer calls in from Google Ads, Google Maps, or any other source. Your goal on this call is to: qualify the job, build rapport, give a confident estimate, overcome any objections, and book the appointment before hanging up.

### GREETING AND INTRODUCTION

[Phone rings. Answer by the second or third ring.]

"Thank you for calling Junk Raider, this is [Your Name]. How can I help you today?"

*Keep it clean, friendly, and professional. First impressions happen fast.*

### QUALIFYING QUESTIONS

Once they explain what they need, move into your qualification questions. Don't fire them all off at once — let the conversation flow. These questions serve two purposes: they help you estimate the job, and they build rapport by showing you're genuinely interested in their situation.

**Step 1: Understand the items**

"Great, I'd love to help with that. Can you walk me through what you're looking to have removed? Just give me a general idea — what kinds of items are we talking about?"

*Listen. Let them talk. Don't interrupt. Take notes.*

If they're vague:

"No worries, we can figure it out when we get there. Just roughly — is this a couple of items, a room's worth, or a larger cleanout?"

### **Step 2: Volume and scope**

"Got it. And where is everything located? Is it all in one area, or spread throughout the house/property?"

"Any items that are particularly heavy or bulky — refrigerators, pianos, hot tubs, safes, anything like that?"

### **Step 3: Access**

"Is there anything that might make access tricky? Stairs, tight hallways, a basement, or anything like that? Just want to make sure we bring the right crew."

### **Step 4: Timeline**

"When are you looking to get this taken care of? Is this urgent, or do you have some flexibility?"

## **BUILDING RAPPORT**

At this point, you know what the job is. Before you jump to price, take 15–20 seconds to connect with them as a human being. This is what separates a transaction from a relationship — and relationships close.

If they mentioned a life situation (moving, estate cleanout, divorce, renovation):

"It sounds like you've got a lot going on right now. We deal with situations like this all the time — we're here to make this one thing easy for you. You don't need to worry about any of it."

If it's a straightforward job:

"Perfect. This is exactly what we do every day — this is an easy one for us. Let me give you a quick rundown on pricing."

## PROVIDING THE ESTIMATE

Junk Raider uses volume-based pricing. The estimate is based on how much space the items will take up in your truck. This is standard in the industry and easy to explain.

"So the way we price jobs is by volume — how much space the items take up in our truck. Our truck holds about 20 cubic yards, which is roughly two full pickup trucks' worth of material. Based on what you've described, I'd estimate this job is going to be in the **[price range]** range. That includes all the labor, all the disposal fees, and any recycling or donation of items that qualify. Everything's included — no surprise charges when we show up."

### Quick volume-based pricing reference:

Load Size	Approx. Volume	Price Range
Minimum load	1–2 cubic yards	\$75–\$150
Quarter truckload	5 cubic yards	\$175–\$250
Half truckload	10 cubic yards	\$300–\$400
Three-quarter load	15 cubic yards	\$425–\$525
Full truckload	20 cubic yards	\$550–\$700+

After giving the range:

"That said, I always tell people — I'll give you the exact number once I see it in person. It's always free for me to come out and take a look, and you're not obligated to do anything. If you like the quote, we can usually do the job right then."

## OVERCOMING OBJECTIONS

See Section 6 for the complete Objection Handling Guide. The three most common objections on an initial call are:

### "That seems expensive."

"I completely understand — it can feel like a lot upfront. Here's the thing though: by the time you factor in renting a truck, your own time loading and driving to the dump, dump fees, and the physical work — you're often spending almost as much and doing all the heavy lifting yourself. We take care of everything, start to finish. And most people tell me after the job they wish they'd called sooner."

### "I'm going to get a few more quotes."

"That's totally fair — I encourage that. All I'd ask is that when you're comparing, make sure you're comparing apples to apples. Some companies quote low but charge extra for stairs, heavy items, or disposal fees. Our price includes everything. Can I ask — what's your timeline? I can hold a spot for you while you're deciding."

### "I need to talk to my spouse/partner."

"Of course — that makes total sense. How about this: let me book a tentative appointment slot for you. I'll hold it for 24 hours. That way if you decide to go ahead, you've got a time secured. If something changes, just call me and we'll cancel — no problem at all."

## BOOKING THE JOB

Once they're ready to commit:

"Perfect. Let me get you squared away. I have [time slots] available. Does morning or afternoon work better for you?"

"Great. I'll put you down for [day] between [time range]. You'll get a confirmation text from us, and we'll call when we're about 30 minutes out so you're not stuck waiting around."

"Is the best number to reach you [their number]?"

"And what's the address?"

"Perfect. We'll see you [day] at [time]. The crew will be in uniform, and they'll do a quick walkthrough with you before they start so there are no surprises."

## CLOSING THE CALL

"Is there anything else you need from me before then?"

"One quick thing — if you know anyone else who needs junk hauled, furniture removed, anything like that, I'd really appreciate the referral. We love working with people who find us through people they trust."

"We really appreciate your business. We'll see you [day]."

## Section 2: Outbound Follow-Up Script

Not everyone books on the first call. Some people ask for a quote, say they'll think about it, and then life gets in the way. This follow-up sequence is designed to bring those leads back and close the job.

**The rule:** Follow up fast, then ease off. You're not harassing them — you're serving them.

### DAY 1 FOLLOW-UP (Same Day or Next Morning)

Call or text within 4–8 hours of the original inquiry if they didn't book.

**Text version (usually higher response rate):**

"Hey [Name], it's [Your Name] from Junk Raider. Just following up on the quote from earlier. We still have openings this week if you're ready to get that taken care of. Happy to answer any questions. — Ted"

**Phone call version:**

"Hi [Name], this is Ted from Junk Raider. I wanted to follow up on the quote from earlier today. I know life gets busy — just wanted to see if you had any questions or if you're ready to get on the schedule. [Pause. Let them respond.] [If interested:] Great, I've still got [day/time] available — want to lock that in? [If still undecided:] No problem at all. I'll check back in a couple of days. Is there anything specific holding you back that I can help address?"

## DAY 3 FOLLOW-UP

If no response to Day 1, try again.

**Phone call:**

"Hi [Name], Ted again from Junk Raider. Didn't want to bug you, just giving you a quick check-in on that [furniture / junk cleanout / etc.] quote. I actually had a job in your area yesterday that was similar to yours — came out to [price], was done in about [time]. Thought you'd want to know since that's pretty close to what I quoted you. Is this week still something you're looking to get done, or should I check back in at another time?"

## DAY 7 FOLLOW-UP

Final scheduled follow-up. Low pressure, genuinely helpful.

**Text version:**

"Hey [Name], Ted from Junk Raider. Last check-in on that quote — I don't want to keep bugging you. If you're still interested, I can get you scheduled quickly. If life got in the way or you went a different direction, no worries at all. Just reply and let me know either way. Thanks!"

**Phone call version:**

"Hi [Name], it's Ted from Junk Raider, final follow-up on that quote. I know you've got a lot going on, so I just wanted to check — are you still planning to take care of the [items]? [If yes:] Perfect — let's get it on the calendar. [If going another direction:] Totally understand. If anything changes or you have a different job down the road, I hope you'll give us a call. Thanks for the consideration."

## BREAKUP SCRIPT (Final Attempt — 2 Weeks After Original Quote)

This one gets responses because it's disarming and honest.

### Text:

"Hey [Name], Ted from Junk Raider. This is my last follow-up — I don't want to keep cluttering your inbox. If you're still looking to get that junk cleared out, I'd love to help. If not, no hard feelings at all. Either way, hope things are going well. — Ted"

*Many people respond to this one. It removes pressure and feels human.*

## Section 3: On-Site Upsell Script

You showed up to remove a couch and a few boxes. You walk in and there's a whole garage full of stuff, or three extra rooms they "forgot to mention." This is one of the most delicate moments in the job — handle it wrong and you damage the relationship. Handle it right and you potentially double the job value.

## RE-QUOTING DIPLOMATICALLY

When you see the job is larger than quoted, don't wait until you're halfway done. Address it immediately, before any work begins.

"Hey [Name], I want to be upfront with you before we start. Based on what I'm seeing, this job is going to come in a bit larger than what we estimated over the phone. That's totally normal — it's hard to really know until you see it in person. From what I'm looking at, we're looking at closer to [new estimate] for everything. I want to give you that number now before we do a single thing, so there are no surprises at the end. Does that work for you, or would you like to trim some items?"

**Key principle:** Never spring new pricing on a customer at the end of a job. If you discover mid-job it's bigger than expected, stop, explain, and get verbal confirmation before continuing.

## "WHILE WE'RE HERE" UPSELL

Once you've quoted the job and they've agreed, this is your opportunity to upsell additional items. Do this naturally — not like a salesman running a checklist.

"Before we start, is there anything else that's been on your radar that you've been meaning to get rid of? We've already got the truck here and the crew — adding a few extra items usually just bumps the price a bit. A lot of people use us as a chance to finally tackle that [basement / garage / shed / attic] while we're already here."

Pause. Let them think. Don't rush.

If they hesitate:

"We can always just do what you originally planned — no pressure. I just hate for you to have to call us back out in two weeks for that one extra thing."

## HANDLING "THAT'S MORE THAN I EXPECTED"

When the customer balks at the re-quote:

"I completely understand — and I'm sorry the original estimate was off. The challenge with phone estimates is that until we're standing in front of it, it's hard to know exactly what we're dealing with. Here's what I can offer: if you want to pull a few items that you're less sure about, we can bring the price down to [lower number]. We can always take those extra items on a second trip if you decide you want them gone later. What would you like to do?"

Give them control. Don't be defensive. Don't argue about the estimate. Just help them make a decision.

If they want to cancel:

"I totally understand. We didn't charge you anything for coming out, and there's no hard feelings. If you decide to move forward later — whether it's today, tomorrow, or next month — we'd love to help. Here's my card."

Most people who are given this kind of grace will either go ahead with the job or call you back.

## Section 4: Review Request Script

Google reviews are your single most powerful marketing asset. This script is designed to get reviews in the moment — on-site, while the customer is happy, before they drive away and forget.

### WHEN TO ASK

Ask immediately after the job is complete, before you leave the property. The customer is standing in their clean, cleared space. They're relieved. They're happy. This is the exact moment when they're most motivated to help you — and most likely to follow through.

Don't say "I'll text you a link later." Most won't do it later. Get the review now.

### THE REVIEW ASK

"Hey [Name], before we head out — did everything look good? Are you happy with how it turned out?"

*[Wait for confirmation.]*

"Great, really glad to hear that. We're a small local business and Google reviews make a huge difference for us — it's really how people find us in the first place. Would you be willing to leave us a quick review right now? I can send you the link by text, or if you've got a minute I can show you the QR code — it takes less than 30 seconds."

*[Hand them a card with the QR code or pull out your phone with the link ready.]*

If they scan and get to the review page:

"You can just give us five stars and even a quick sentence or two about the job — totally up to you. Whatever feels honest."

### HANDLING "I'LL DO IT LATER"

Most people who say "I'll do it later" won't. Gently push back — not in a pressuring way, but in a realistic way.

"I totally get it — and you absolutely can. I'll be honest though: I say that to my wife all the time and then life gets busy. If you've got 30 seconds right now while we're standing here, it would mean the world to us. I've got the link right here."

The tone is self-deprecating and genuine. You're not pressuring them — you're being real with them. Most people respond well to this and will do it right then.

If they still decline:

"No worries at all. I'll send you a text with the link and you can do it whenever you get a chance. We really appreciate it."

Then actually text the link within the next 2–3 minutes while you're still fresh in their mind.

## QR CODE & TEXT LINK STRATEGY

**QR code cards:** Print business-card-sized review request cards that have your QR code on the front and a note: "Loved our service? 30 seconds on Google means the world to us." Hand these to every customer at job completion.

**Text template:**

"Hey [Name], it's Ted from Junk Raider — thanks again for choosing us today! If you're happy with the work, here's a direct link to leave us a Google review: [link]. Takes less than a minute and it makes a huge difference. Thank you!"

Send this within 5 minutes of leaving the job. Response rates are highest when you're still fresh in their mind.

**The goal:** Every job should produce a review request. If you're completing 5 jobs per week, you should be getting 2–3 new reviews per week minimum. That's 100+ reviews in a year, which will put you at or near the top of Google Maps in most Charlotte neighborhoods.

## Section 5: Commercial Prospecting Scripts

B2B calls and visits require a different approach than inbound consumer calls. You're not responding to a need that already exists — you're creating awareness and planting a seed for future business. Keep your pitch short, be specific about what you offer, and make it easy for them to say yes.

## PROPERTY MANAGER INITIAL CONTACT

### Phone call:

"Hi, can I speak with the property manager? [Pause.] Hi [Name], my name is Ted Bullard with Junk Raider. We're a local junk removal company that specializes in working with property managers — tenant move-out cleanouts, furniture and appliance removal, bulk item haul-away between residents. I know turn-around time is everything for you, so we offer priority scheduling for our property management clients — usually same-day or next-day. We also do consolidated monthly billing so you're not processing individual invoices for every job. I don't want to take much of your time — do you ever use a junk removal service, or do you have a company you already work with?"

*[Listen to their response.]*

### If they have a vendor:

"Totally understood. I'm not asking you to switch today — just asking if I can earn a shot at one job when something comes up. Sometimes vendors get backed up or a situation comes in when they're not available. Can I leave you my info so you've got a backup option?"

### If they don't have a vendor:

"Perfect. Can I shoot you over a quick email with our pricing and what to expect? I'd also love to buy you a coffee this week if you have 15 minutes — I can walk you through how we work with other property managers in the area."

## REALTOR PARTNERSHIP PITCH

### Phone call:

"Hi [Name], this is Ted Bullard with Junk Raider in Charlotte. I work with a number of realtors around the city helping them get listings ready fast — whole-house cleanouts, estate sales, pre-listing purges, move-in/move-out situations. I know you're always working against deadlines, so I keep appointments available specifically for realtor referrals — same day or 24-hour service. There's no markup for you — I just ask that if you have a client who needs this, you think of us first. Are cleanouts something that ever comes up in your listings?"

*[If yes:]*

"I'd love to earn your referral. Can I send you a quick info card and my direct number? And honestly, if you've ever got a tricky situation — a hoarder property, a loaded estate — those are the ones I really love to help with."

## GENERAL CONTRACTOR INTRODUCTION

**In person (at job site) or by phone:**

"Hey, I'm Ted with Junk Raider. We do construction debris removal for contractors around Charlotte — drywall, lumber, demo material, tile, roofing — pretty much anything that comes off a job site. We can usually be there within 24 hours of a call, and we're a lot faster and easier than scheduling a roll-off container. And we can handle mixed loads — you don't have to sort anything. Are you using anyone for debris removal right now, or is that something you handle yourself?"

*[If they handle it themselves:]*

"Totally get it. What usually drives guys to call us is when a job needs to be cleared before an inspection and the timeline's tight. If that ever comes up, keep my number. One call and we're there."

## STORAGE FACILITY MANAGER APPROACH

**In person at the facility:**

"Hi, I'm Ted Bullard with Junk Raider. We specialize in storage unit cleanouts — delinquent accounts, abandoned units, full cleanouts after auctions. We can usually be there within 24–48 hours and we leave the unit ready to re-rent. Does your facility ever have units that need to be cleared out?"

*[If yes:]*

"Here's my card. Next time you've got one, give me a call before you bring anyone else in. I'll give you a fast quote and we can usually have it done the same week."

*[Leave a business card and a simple one-page flyer.]*

## Section 6: Objection Handling Guide

These are the ten objections you'll hear most often. For each one, the goal is the same: acknowledge their concern, reframe it, and guide them back toward booking. Never argue. Never get defensive. Never make them feel stupid for asking.

### Objection 1: "That's Too Expensive"

"I hear you — it's a real number, and I get that. Here's the thing I always ask people to consider: by the time you rent a truck, buy gas, drive to the dump, pay the dump fees, and spend a full day hauling, you've probably spent \$200 in money and a full day in time. We do it in a couple of hours, and you don't lift a finger. That said, I want to earn your business. Is there a specific part of the job we could trim back to bring the cost down?"

### Objection 2: "I'm Getting Other Quotes"

"That's completely reasonable — I'd do the same thing. My only ask is that when you compare, make sure it's apples to apples. Some companies quote cheap and then add fees for stairs, heavy items, or hazardous disposal when they show up. Our quote includes everything — no add-ons at the end. Can I ask — what timeline are you working with? I can hold a spot on the schedule for you for 24 hours while you're deciding."

### Objection 3: "I Need to Talk to My Spouse/Partner"

"Of course — makes total sense. Tell you what: let me pencil you in for a tentative appointment. I'll hold it for 24 hours. If you two decide to go ahead, you've got a spot. If something changes, just text me and I'll release it — no issue at all. Is tomorrow morning or afternoon better in case you do want to move forward?"

### Objection 4: "Can You Do It Cheaper?"

"I wish I could just say yes, but here's my honest answer: our price is based on what it actually costs to do the job right — labor, disposal fees, fuel, insurance. I'm not padding it. What I can do is look at what we're hauling and see if there's anything we can pull out that would reduce the volume. That's the fairest way to bring the price down without cutting corners on the job itself. Want to walk through the list together?"

### Objection 5: "I'll Just Rent a Dumpster"

"That's definitely an option — dumpsters work great for some situations. The thing to keep in mind is: with a dumpster, you're doing all the loading yourself. And there's usually a rental period, delivery fee, pickup fee, and a per-ton charge once you go over the weight limit. For most households — especially if there are any heavy items — you end up spending a similar amount and doing a lot of work. We handle all the carrying, loading, and disposal for one flat price. What types of items are you looking to get rid of? I can help you figure out which option actually makes more sense."

### Objection 6: "I Can Do It Myself"

"Totally — and if you've got the time and the help, that's a legitimate option. Most people who call us tried that and either ran out of time, couldn't get enough help, or realized the dump fees and truck rental made it less worth it than expected. If anything changes, just give me a call. We're usually available same-day or next-day. Good luck with it!"

*Don't pressure them. Sometimes people do it themselves and then call you when they realize they need help finishing.*

### Objection 7: "I Wasn't Expecting It to Be That Much"

"That's fair, and I appreciate you being straight with me. Let me ask — what were you expecting, roughly? That helps me understand if we're talking about a small gap or a big one. [Listen to their answer.] Okay, so the difference is about [X]. Here's what I can do: if we pull [specific items] from the list, I can get you down to [lower price]. Would that work for you?"

### Objection 8: "My Neighbor's Son Said He'd Do It"

"That's great — and if he's got a truck and the time, that could work out fine. The main thing I'd ask is: does he have insurance? If something gets damaged or he gets hurt on your property, you want to make sure you're covered. We carry full liability insurance on every job. If it doesn't work out with him, or the timeline slips, give me a call. We're usually available pretty quickly."

### Objection 9: "Can You Come Back Another Day?"

"Absolutely — we're flexible. What day works best for you? [Schedule a specific day and time.] I'll put you on the schedule for [day]. You'll get a confirmation text, and we'll call when we're 30 minutes out. Is [their number] the best number to confirm with?"

*This one isn't really an objection — it's a scheduling preference. Be accommodating, lock in a specific time, and confirm it.*

### Objection 10: "Do You Haul Hazardous Materials?"

"Good question — and it's an important one. We can't take certain things: paint, chemicals, motor oil, propane tanks, anything that's flagged as hazardous waste. Those need to go to a specific facility. What I can tell you is what we do take: everything else. Old furniture, appliances, construction materials, yard waste, electronics, general household junk — all of that we handle every day. What specifically are you looking to get rid of? I can tell you right now whether it's something we can take."

*Be direct about what you don't take, but immediately pivot to what you do. Most calls about "hazardous materials" are from people asking about paint cans — not industrial waste.*

## Quick Reference: Call Flow Summary

˘ INBOUND CALL ■■■■ Greet warmly → "Thank you for calling Junk Raider, this is Ted" ■■■■ Qualify ■■■■ What items? ■■■■ Volume / scope? ■■■■ Access issues? ■■■■ Timeline? ■■■■ Build rapport (15-20 seconds — acknowledge their situation) ■■■■ Give estimate (volume-based, range + free on-site confirmation) ■■■■ Handle objections (see Section 6) ■■■■ Book the job → get day, time, address, phone number ■■■■ Close → recap, ask for referrals, confirm details

FOLLOW-UP SEQUENCE (no-books) ■■■■ Day 1: Text + call (same day or next morning) ■■■■ Day 3: Call with social proof (similar job story) ■■■■ Day 7: Final check-in (low pressure) ■■■■ Day 14: Breakup text (gets responses)

ON-SITE ■■■■ Re-quote if needed → BEFORE starting any work ■■■■ "While we're here" upsell → after agreement, before work ■■■■ Deliver great service ■■■■ Review ask → IMMEDIATELY after job, while still on-site ˘

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*This guide is part of the Junk Removal Playbook — a complete system for launching and scaling a profitable junk removal business.*