

**Utility
Warehouse**

 **Connectors**

Connectors conversation guide



Ready to start spreading the word about Utility Warehouse, but stuck on how to break the ice?

We've got you.

Here are a few examples of exactly what you can say to naturally steer a conversation towards talking about saving money with us.

We've broken each script down by what kind of Connector you might be and what kind of chats might crop up for you. But don't feel like you have to stick strictly to just one script – after all, saving money's a topic that all kinds of people can relate to, and there's often overlap between different industries and situations.



You're a...

Tradesperson

Perfect for when you're working inside a client's home and the topic of living costs or house renovations inevitably comes up.

The trigger

Notice something in the house (e.g. smart meter, computer setup, or just making small talk while having a cuppa).

The script

"I notice you've got an A-rated boiler, that's good to see. It's getting ridiculously expensive to run a house lately, isn't it? To be honest, I was chatting with a client last week who felt exactly the same.

They actually ended up switching all their utilities to Utility Warehouse because they found out they could get cheaper rates by getting everything on one bill.

I actually set up a partnership with a local specialist who reviews bills for my clients for free. Do you mind if I pass your number to them? No obligation at all, they'll just see if they can shave some money off your monthly outgoings."



You're in...

Finance or property services

Ideal for when you're reviewing a client's finances, outgoings, or moving them into a new property.

The trigger

Reviewing bank statements, discussing household budgets, or sorting out a house move.

The script

"Looking at your monthly overheads/preparing for your move, one area where we could save you some time and money is your household bills.

A lot of my clients feel overwhelmed trying to shop around for broadband, energy, and insurance separately. What we've found works best is getting them together in one place.

I work closely with a registered Partner at Utility Warehouse. They do a free, quick check to see how much they can reduce your monthly outgoings by combining your services. If I pop your details over to them, they can give you a quick bell to show you the numbers?"



You're a...

Hairdresser, beautician or local shopkeeper

Great for natural, relaxed banter when a client is sitting in the chair or chatting at the counter.

The trigger

General venting about the cost of living or upcoming holidays/expenses.

The script

"Oh tell me about it, everything is going up! I felt exactly the same until recently.

I actually started introducing my clients to a utility bundling service called Utility Warehouse because it helps people grab discounts on their broadband and energy. I'm not a tech wizard myself, but I partner with a brilliant guy/girl who looks after my clients.

If you want, I can ask them to give you a quick call this week? They just do a free review, and if they can save you money, it's a win."



You're part of a...

Community group, PTA or sports club

Perfect for a 'fundraising' angle where the client wins by saving money, and the club wins by getting a donation split.

The trigger

Newsletters, social media posts, or chat at the club gates.

The script

"As you know, we're trying to raise funds for new equipment/the school trip. We joined an initiative with Utility Warehouse to help our members drop their household bills while supporting us.

If you get your home services together with them through our connection, you can get cheaper bills, and Utility Warehouse rewards us for the referral, which we can then put towards the club.

Our Utility Warehouse Partner looks after our members and helps people save money on their household bills. Would you be happy for me to pass your details to them? They'll give you a free review to see if they can help you save money, and if you become a customer, the club could benefit too."



Quick tips for handling objections

Facing tricky questions or a bit of pushback? Here's how to handle a couple of common sticking points that might crop up.

If the client says:

"What are the actual tariff rates?"

The Connector's response:

"I just handle the introductions, but the Partner at Utility Warehouse can give you a more detailed rundown of the numbers. Shall I get them to give you a quick ring?"

If the client says:

"I'm locked into a contract with BT/Sky."

The Connector's response:

"Ah, I thought I was stuck too! But the Partner at Utility Warehouse told me Utility Warehouse actually pays up to £400 to help cover early termination fees to get you out of those contracts. It's worth letting them take a look anyway!"

If the client says:

"Is it an MLM/Pyramid thing?"

The Connector's response:

"Oh, definitely not. Utility Warehouse is a big British FTSE 250 company with over a million customers. Their word-of-mouth model just rewards local businesses like me for passing on recommendations."

Everything you need, all in one place

From conversation guides and social assets to success stories and FAQs, the Connectors Hub is packed with resources to help you spread the word with confidence.

uw.link/connectorshub