How To Maximize Your Leads With A Successful Sales Process

By John Bryant
DEFINITION OF SELLING

- The activity of making products and services available so that people buy them.

- The job and skill of persuading people to buy things.
MY DEFINITIONS OF SELLING

- To **persuade** a client to take action
- A process of asking specific questions to help customers visualize how they could satisfy a need
- The exchange of goods for a negotiated sum of money
- “Selling is a transfer of a belief”
Success Begins Between the Ears

- Attitude determines everything
- You are either good and getting better or bad and getting worst
- Success is a choice
- Get your mind ready to sell before you arrive
- Written Goals are a road map to success
- Look for the reason why, not why not
You are either good and getting better

OR

Bad and getting worst

✓ It all starts when you get up in the morning
✓ Being organized makes the day better
✓ Expect the yes, embrace the no
✓ Sales junkie
✓ What can I change to make me better
✓ Don’t play the blame game
✓ Bad sales day = Good sales day tomorrow
“Be decisive. Right or wrong, make a decision. The road of life is paved with flat squirrels who couldn’t make a decision.”

~Unknown~
LEADS

WHAT IS A GOOD LEAD?
- Preset appointment
- Has a problem you company can fix
- All decision makers present

Decide today: Are you a salesperson or an order taker - Make sure you think long and hard - you income is counting on it

Protect the lead at all costs!

Look for new leads
THE SALES PROCESS
WAX ON, WAX OFF.
THE SALES PROCESS

• Attitude
• Warm-up
• Inspection – inside and outside
• Create the need
• Company Story
• Educate
• Review different solutions
• Why we are better – product benefits
• Pre- Close – Close – Post Close
• Replace the lead
A rep sold this client waterproofing for $18,000!
APPROACH TO THE DOOR

REMEMBER THESE THINGS BEFORE YOU KNOCK

1. You are a confident professional: fix their problem
2. Have a special knock and never ring the door bell – CONTROL
3. When they open the door always:
   SMILE
   REPEAT THEIR NAME
   LOOK THEM IN THE EYE
   RELAX THEM BY EXPLAINING WHO YOU ARE
4. Once your in the door – its your sale!
SALES WARM-UP
What are you trying to accomplish at the beginning?

- WARM-UP THE SALES CALL
- CONTROL
- UNCOVER HOT BUTTONS
- RAPPORT
- BRING BACK POINT OF PAIN AND MISERY
- CREATE URGENCY = RELIEF
- TRIAL CLOSES
WHAT HAPPENS WHEN ...........

1. All decision makers are not home
2. They have to leave in X mins - rushing you
3. Another company is there
4. Resistant's at the door
5. Baby or children crying
THINK OUTSIDE THE BOX

- Church appointments - Ask to be in their bulletin.
- Do you like to meet with realtors? Great sources!
- Owner is out of state and you are meeting with tenants.
- Contractors are like chickens

Glass half full or half empty?

Make your day better!
SURVEY QUESTIONNAIRE

On a scale of 1 to 5 where 1 represents the least and 5 the best, how would you rate your level of satisfaction with the service?
This voluntary survey is used solely for the purpose of assisting our inspector with analyzing your property with respect to a foundation or water related problem. Your assistance in answering the following questions thoroughly will enable our firm to provide you with our best recommendations.

1. How old is your home? ________
2. How long have you owned the home? ________ Other owners that experience the problem? ________
3. When did you first notice any ( ) dampness, ( ) seepage? ______________________________
4. If leakage, how often? ________________________ when was the last time? ________________________
5. After an extended rain, does ( ) Water show up immediately or ( ) does it take a while before you notice any signs.
6. Does anyone living in the home have allergies/asthma/low threshold headaches/snoring/___________
7. Have you noticed any cracks in the floor? _______ walls? _________ any recent ones? _________
8. What do you think is causing the problem? _________________________________
9. Have you tried anything to correct it? _________________________________
10. Have you ever had a professional opinion concerning the problem? _________________________________
11. Is your basement finished? ______
12. What would you like to do with the basement in the future? _________________________________
13. Is this home listed with a realty firm or in the process of being placed on the market? _________________________________
14. What would you like to accomplish with this inspection? _________________________________
15. If we can provide you an ideal solution to servicing your problem, with little inconvenience, at a reasonable price, when were you thinking of having this work done? _________________________________
16. Why did you call us? ______________________________________________________________

ADDITIONAL NOTES:___________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________
TRIAL CLOSE QUESTIONS

In a perfect world what would you like to see happen tonight?

Why now?

When would you like to have this work started?

Say at least 5 times during the appointment – “It has to be fixed”

At the end the spouse usually turns to the other and says “honey, well its has to be fixed”
New Information Supports A New Decision

• Establishes control
• All owners present?
• Warm-up
• Focuses owners on the basement
• Uncovers hot buttons
• Trial close

A proper performed survey provides a road map to success
WHAT'S YOUR COMPANY STORY?
EDUCATE TO ELIMINATE
“It's unwise to pay too much, but it's worse to pay too little. When you pay too much, you lose a little money - that's all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. The common law of business balance prohibits paying a little and getting a lot - it can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better.”

John Ruskin
1819 - 1900
The Close is just a natural conclusion to a successful sales process.
WHO BELIEVES:

1. You should get the sale today?

OR

2. The customer will call you back?
Good house keeping survey:

**How many estimate do homeowners get?**

One estimate       37%
Two estimates       24%
Three estimates     27%

**Those that got more than one estimate that went with the lowest quote?**

Yes                46%
No                 54%
The world isn't interested in the storms you encountered, but whether or not you brought in the ship.

Raul Armesto
There is no sale without objections. Objections indicate interest.

Take every objection and interpret it as a question.

Objections are part of the buying process

Learn to “stay in the seat” You success will increase!
Can’t afford it – turn it around and make it a question:

“Please show me how I can afford it”?

“Please show me that it is worth it and how I can’t take the risk of not affording it”

Have to talk it over with someone else or shopping

*Please give me enough reasons so I can go ahead and buy it without having to check and get somebody else’s opinion.*
THINKING ABOUT IT OBJECTION

FIRST - UNDERSTAND IT

USUALLY 3 CONCERN’S

TRUST
PRICE
SOLUTION

MUST ADDRESS ALL 3 CONCERNS
Objections are not to be feared.

They are to be welcomed and are stepping stones to sales success or rungs of a ladder to success.
SOFT CLOSING

*THE FIRST PRICE MUST “BAKE” 20 – 40 MINS OR MORE!

* THE CUSTOMER SHOULD NOT FEEL LIKE THEY ARE BEING PRESSURED
“*You are not looking for a decision right now I can leave you a written proposal”

*YOU MUST REVIEW THE PROPOSAL FIRST – LINE BY LINE

*THE CUSTOMER IS READY FOR THE CLOSE BUT DON’T GIVE IT TO THEM

* TELL THEM STORES OF OTHER PROJECTS LIKE THEIRS
THE 3 CLOSING QUESTIONS ARE:

1. Have you decided that you want to get this done?

2. Have you already decided to do it right and with us?

3. And how would you be paying for this project?

AFTER THESE 3 QUESTIONS ARE ANSWERED
This is the time that you discount!
CALLING BACK TOMORROW IS GOING AGAINST THE ODDS

Studies show people forget:

✔ 40% of what they learned is forgotten in 20 minutes
✔ 50% – 80% after 1 day
✔ 90% after 1 month

✔ BUT THEY ALWAYS REMEMBER THE COST!
BUTTON-UP
THE FINALE

AFTER THE AGREEMENT IS SIGNED – TIMING IS EVERYTHING

GO DOWN IN THE BASEMENT - REVIEW THE PROJECT

OFFER SOMETHING FOR FREE IS AWAY A GREAT BUTTON UP

TIME TO ASK FOR REFERRALS

THE FINAL HANDSHAKE IS VERY IMPORTANT

THANK YOU FOR PUTTING YOUR TRUST IN ME AND MY COMPANY – WE WON’T LET YOU DOWN!
ALWAYS REPLACE THE LEAD!

- Re-work previous customers
- Work on referrals
- Contractors are like chickens
- Egress window reps? – Fire departments
- Trade referrals – work together
- Rehash
- Events – Home shows, etc

5 times more expensive to attain new customers than to re-sell existing customers and leads.

WHY?

TRUST – NAME RECOGNITION & IMAGE
GOOD JUDGEMENT COMES FROM EXPERIENCE.

AND EXPERIENCE? WELL THAT COMES FROM POOR JUDGEMENT.
SUCCESS AND GREAT WRITING!

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