

## Goodbye USPs Say Hello to UBPs

### You don't have to "Reinvent the Wheel"

1. *Use the "Buying Conversation" -- leverage your past customer successes to achieve your next success*
  - a. Ask them why they bought from you, why they paid you money
  - b. Ask them if you can use their name as a reference
  - c. Ask them if you can put a lawn sign in front of their home
  - d. Tell your next prospect why the last customer paid you money
  - e. When customer # 2 buys, repeat the process
  
2. *Use what others have done and make it yours*
  - a. Joe Lstiburek and others at the top of the Whole House Game say an Energy Efficient Home is one that is Healthy, Safe, Comfortable, Durable and Energy Efficient
  - b. What home owner doesn't want those 5 things?
  - c. Programs, Utilities, Governments, Manufacturers pay big money to create sales tools
  - d. Ask them to prove which ones have delivered the best results
  - e. Ask them to put your name on them
  - f. Remind them that Successful Front Lines = Successful Programs

### Fast, lowest cost, ways to help people find you

1. Find out where there are more prospects just like your last success
2. Target them first
3. Get a web presence so that they can find you if they know your name, increase their chances of finding you if they don't
4. Ask your allies to get on their links, or give you a free portal (see below)
5. Do a mail drop in your target parts of town
  - a. Same kind of housing type, property value, age as previous success
6. Use community billboards
  - a. Arenas
  - b. Churches
  - c. Clubs
  - d. Job sites
  - e. Grocery stores
  - f. Dry cleaners
7. Put your message on a Big Business Card (4 times as big)
  - a. Your truck is your biggest business card
8. Your message is your Buying Conversation, your phone number and your web address
9. Radio show call-ins, events, public speaking, social groups

<p><b>Who can you go to for help?</b></p> <ol style="list-style-type: none"><li>1. Manufacturers and other suppliers of products and materials</li><li>2. Programs</li><li>3. Utilities</li><li>4. Distributors</li><li>5. Energy Star</li><li>6. DOE web site</li><li>7. ACI</li><li>8. RESNET</li><li>9. BPI</li></ol>	
<p><b>What should you ask for?</b></p> <ol style="list-style-type: none"><li>1. Co-op / contra marketing budget dollars</li><li>2. Customizable print sales and marketing tools<ol style="list-style-type: none"><li>a. Mailers</li><li>b. Signage</li><li>c. Flyers</li></ol></li><li>3. Website links / storefront</li><li>4. Permission to use their logos on your materials</li><li>5. Ready-made articles, images, graphics</li><li>6. Marketing advice / training from their experts</li></ol>	
<p><b>How do you get freebies?</b></p> <ol style="list-style-type: none"><li>1. Your expertise is value. Barter it for<ol style="list-style-type: none"><li>a. Media coverage</li><li>b. Printing</li><li>c. Web site</li><li>d. Truck and office signage</li><li>e. Lawn signs</li></ol></li><li>2. Find homeowners who can help you<ol style="list-style-type: none"><li>a. Reporters</li><li>b. Printers</li><li>c. Web geeks</li><li>d. Sign manufacturers</li><li>e. Truck painters</li></ol></li></ol>	

**Fill out the Chart to Prioritize Tactics**

	<b>A.</b> Out of pocket costs	<b>B.</b> Cost of your time	<b>C.</b> Total invested (A+B)	<b>D.</b> Projects sold	<b>E.</b> Value of benefit = profit on D.	<b>F.</b> % Return on total invested = $(E-C)/C \times 100$
<b>Publicity</b>						
<b>Mail drops</b>						
<b>Signage</b>						
<b>Web site</b>						
<b>Advertising</b>						

ACI Northwest 2007  
Marketing for Weatherization and HVAC Contractors  
21 February 2007: Contractor Marketing Checklist