

Communications: Client Education Customer Service

Presented by:
Mike Gorman
mgbok@aol.com
1-800-218-5149
www.TechKnowledgeonline.net

Find new ways to attract business-- Marketing
Grabbing the consciousness of the prospect
Substituting big ideas
 for a big budget...
Out-thinking the competition
 while being creative

Marketing and Sales
Without marketing a terrible thing happens;

No sales or fewer sales,

or

A higher percentage of sales at lower prices.
If having the lowest price is your primary way of keeping and attracting customers, you may have a very serious marketing problem.

Pop quiz: which statement is true? When price drives sales, the company...

What supports
your business?

Pop quiz: which statement is true? When price drives sales, the company...

Something about Brands and Logos.

Scientists using MRI scans report that strong brands triggered activity in parts of the brain associated with self-identification, positive emotion and rewards.

When the same adults studied were shown ads for products with weak brand recognition, the scans picked up activity in the sections of the brain associated with negative emotional responses.

Less effort was needed in the brain to process images from the well known brand.

The supply chain; How many links are between you and the end user?

What is 'branding' all about?

Planting an Anchor;

Auditory

Visual

Kinesthetic

How do we do that?

We call it marketing

Marketing is essential

Like putting gas in your truck

Don't plan for disappointment

Have an action plan for 18 months

Have patience and be flexible

Consistency of contact creates impact

The value of repetition

Seven times for print

Less for more interactive approaches
As important as consistency of contact:
A targeted audience,
A succinct, consistent message:
“Delivering flawless projects on time”

Marketing is an investment
(if done correctly)

If I Build It They Will Come, and other myths about my business.
There was a time when I thought that if I built the best _____, I would be guaranteed success.
I soon learned that my competitor who does lesser quality work seemed to be getting all the work.
I knew that if I didn't do something, my competition would keep me in the poor house!
What to do...

Make myself different from the competition, in a favorable way.
“I like to dazzle my prospects and customers with my knowledge of how their home functions as a system, we call this ‘building science.’ It’s related to, but goes beyond what is normally thought of as Green.
Learn how to sell more efficiently.
“Sometimes when I am working with prospects if they don't buy from me I don't understand why. I feel I should understand the sales process as well as I know how to drive a nail.
Learn how to get my name in front of more people.
“I need to create several simple, quick ways to get my name out there.

Getting my name out there...
Understand the “marketing wheel.”
What about this homeowner?
Target your market
Geographically
Demographically
Age, income, etc.

Getting my name out there...
Basic
Passive/nonintrusive
Active/nonintrusive
Active/Intrusive
Anchoring your brand
Making an mental impression

Basic...
Business Cards
Letterhead
Yellow Page® Ad
Jobsite Sign
Truck Signs and/or Jobsite Trailer Signs
Telephone Message
Sign My Work
Bumper Stickers
Calendar
Brochures
Folder
www.getonlinegetbusiness.com
YouTube
Promote My Hobby
Wikipedia
Craig's List
Get a new phone number

Passive/nonintrusive

Wearables: Shirts, Jackets, Caps
The Thirty-Second Infomercial
Collect Testimonials
Networking Groups
Fishbowls
Customer Survey
Keep a 'Wish List' for Each Customer

Create Photo Project Cards
Sponsorships
Paint the Bus
Bus Bench
Movie Theatre
Frequent Buyer Program
Active/nonintrusive
Press Release
Incidental Mail
Hold an Open House at the Job Site
Hold an Office Party for Trade Partners
Hold an Office Party for Clients and Prospects
Association Membership
Enter Competitions
Home Show
Mine Past Customer Lists
Work Your List of 'Did Not Buy'
Give It Away
Magnetic Business Cards
Referral Card
Periodic Newsletter
Home Tours
Have a Limited Sale
Seminars
Showroom
Realtors
Handyman Service
Service Contracts
Seasonal Cards
Speaking as a
 White Knight

Active/Intrusive
Newspaper
Magazine
Letters/postcards
Recently Sold Homes
Door Hangers
Post Cards
Radiated Telemarketing
Canvassing
Radio
Ultra Calendar

Anchoring your brand
Creating the Snobmoddity
"By Referral Only"

Imagine the California restaurant that offers a selection of 27 varieties of salt to choose from—and charges higher prices.

Sell to them again...
The Follow-Up Sale
The six month inspection
The 12-month price guarantee
The maintenance or service contract

Prioritize by urgency...
Craig's List.....immediate/ongoing
Networking Groups.....immediate/ongoing*
Leads Club
Business Networking Int'l.
Mine Past Customer Lists.....soon???
Work Your List of 'Did Not Buy'...weeks/months
Press Release.....weeks/months
Letters/Postcards.....weeks/months
Door Hangers.....weeks/months
Radiated Telemarketing.....weeks/months

How much should you budget?
If this is new to you, plan 3-10% of sales to start;
a specialty contractor selling to the homeowner at the upper end, the GC less.
You may find the cost of a lead is \$75-\$500/each depending on the source.

or
How many jobs did you sell last year?
Study "leads/sale" ratio
If you need less than 4-5 qualified leads to make a sale, you are either;
A very good salesperson
Giving your work away
Know leads/sale ratio and track it for changes in trends
Track leads/sale ratio by sources of leads also

We have leads...
Qualifying the Lead
The first call
Rich Dad, Poor Dad author: Robert Kiyosaki, Warner Books
"Best-Selling Author"
The world is full of talented poor people!

Are you one skill away from wealth?

How many sales people are in the room?
How many are married?

How many have the word Salesperson on their business card?

Anchors
Auditory
Visual
Kinesthetic

What do you sell?
We sell perceptions...

justified by logic!

Comfort Appearance Safety
Security Convenience Health
Appeal Life Style Status
Fashion Success Value
Leisure Efficiency
Environment Peace of Mind
...and more

How many good liars are here today?

Do good liars make good sales people?

What is a Sale?

What physically

takes place?

A sale is a transfer of feelings

Feelings Transferred...

Professionalism

Value (belief in the price)

Enthusiasm

Confidence*

*(knowledge and experience)

The student's comprehension is greater when they can see the teacher's face and lips.

Have you had a customer say...

"We just felt better about you!"

"We just felt you would do a better job!"

How many times have you spent more than you had budgeted for a purchase, simply because you felt right about it?

Getting the customer to feel right

is a valuable selling objective!

the education process

The Lead...

Building Trust...

The Presentation...

The Proposal...

The Order...

Repeat and Referral Business...

The Lead Form...

Separate the prospect from the suspect.

Identify who is sponsoring the project.

The Lead form...

A salesperson should spend the most time closing sales with the easiest-to-close prospects.

The salesperson should prioritize prospects according to the information gathered using the Lead Form.

The salesperson should not feel compelled to deliver more than telephone attention to a 'suspect.'

Remember that a 'suspect' might ripen into a prospect (on the phone.)

Leads and Qualifying

Potential Customers

Answering the Phone

Answering the Phone

Lead Form "prompt"...

“You, like me, are very particular about the kind of improvements you do to your home. In order for me to be sure that you get the results you prefer, I would like to ask a few questions.”

The natural conclusion of a sales call is a close if three elements are present...

1. Need
2. Ability
3. Trust

Secret #1: Don't assert yourself in a sales situation until you have established trust...

Secret #2:

Budget means nothing until the job has been defined!

The Lead Form

Carefully crafted, open-ended questions designed to uncover:

1. Need
2. Ability
3. Trust

What to ask???

To uncover “need;”

How soon did you want to start work?

How long do you see yourself living in your home?

To uncover “ability;”

How long have you owned your home?

Were you thinking of financing or paying cash?

To uncover “trust;”

How did you get our name?

What research have you done?

and more...

Is your husband a teacher?

What to ask???

Other than yourself, who will be involved in the decision-making process?

If you deal with only one of two or more decision-makers, you are effectively ‘deputizing’ them to pass the info.

Your closing rate may drop significantly in these situations.

and more...

Is your husband a teacher?

What not to ask?

How much money are you thinking of spending?

How many bids are you getting?

Some Symptoms to Ask About

Noisy HVAC

Smoky fireplace

Drafts

Peeling paint

Soot deposits

Rotting roof

Stuffy air

Mold

Hot/cold rooms

Allergy symptoms

Respiratory disorder

CO alarms

Lingering odors

Dust

Foggy windows

Problems vary relating to climates...

Comfort: "The room over the garage is too cold."

Health: "I can't get rid of my cold in the winter."

Safety: "My CO alarm keeps going off and no one can tell me why."

Durability: "My house is rotting and the paint is falling off."

Energy Costs: "My utility bills doubled when I moved into this smaller house."

When the caller asks: "Why are you asking about these things?"

Reply:

"Recent studies show that because we all spend so much time in our homes there is a significant connection between the home's performance and the comfort, safety and health of ourselves and our families. For example; Over 50% of the population suffers some type of respiratory problem.

There has been a dramatic increase in asthma...

In NYC a study expecting to find 12% of children suffering from asthma, found instead 28.5% of the 1800 children tested.

The American Lung Association finds that over 38 million children suffered asthma attacks in 2001 and lists indoor environmental factors as a frequent catalyst for the attacks.

Qualify the lead while Selling the diagnosis

Symptoms of problems

Increased Carbon Monoxide (CO) levels in the house.

Carcinogens and poisons from the garage sucked into the house.

High utility bills;

duct leakage wastes 10-30% of the heating or cooling energy purchased by the home-owner.

Symptoms of problems

Paint falling off the outside, rot, mold, mildew, etc.

Mold and mildew, both fungi, feed on wet organic material like wood

The favorite food of mold is paper

Every year building materials seem to get closer to paper; wafer board, particle board, wallboard.

The spores of mold and mildew cause allergies and other respiratory problems in many people.

Symptoms of problems

Ice dams, icicles on house roof

but not on garage

Weather in the attic

Condensation on interior surfaces

Qualify the lead while selling the diagnosis

Make the prospect anxious to see you...

Sell testing on the phone

Put a value on the 'free test'

Blower door: \$250

Infrared Camera: \$250

Record contact info

Don't use a subsidy to get you in the door

Don't advertise the subsidy or miscellaneous incentives

Pre-qualify the caller, get in the house, and advise of subsidy or special offers to 'sweeten the deal.'

Setting the appointment

Rounding up the decision makers

Mail a confirmation, include brochure with testimonials and a list of satisfied customers.

What time?

Schedule meetings with men early in the morning when you want challenging alertness and problem-solving ability, and late in the afternoon when you want their agreement (males are less aggressive then).

Customer Service-- starts with your employees...

Results-oriented Job Descriptions...

Job descriptions define performance--

Use for periodic performance reviews.

Use for every position, including yours.

Hold semi-annual breakfast meetings with all employees and subcontractors--

A job description is read for every position.

Sub-contractors have job descriptions too.

www.techknowledgeonline.net

Be the most expensive, and have the most referrals...

The secret lies in customer service...

Always deliver more than you promise.

Include 'secret service.'

Tarps and booties

Whole house cleaning

Building Performance

Deliver with consistency.

Mike's book on Remodeling Sales: If I Sell You I Have a Job, If I Serve You I Create a Career! By Michael S. Gorman Available from TechKnowledge 1-800-218-5149 www.techknowledgeonline.net
90 minutes, got as far as the question re;trust on the lead form, too many slides. Atlantic city