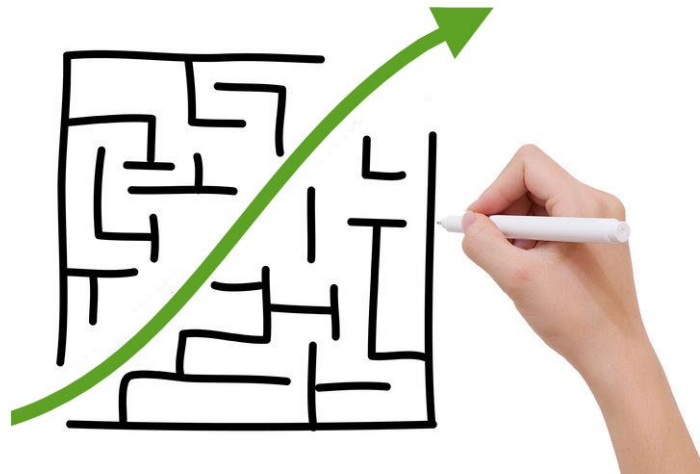


How to **INCREASE** Your **Gross** **Profits** And Close More **\$ales**



Diane Gilson



Bernie Heer

How to **INCREASE** Your **Gross Profits** – And **Close More \$ales**

- In the Q&A box...
Please Let us know where you're from and what you do...
- Lots of info to cover in a short time frame!
- Multi-tasking?
- You'll get the most value if you're able to **focus on each step**.

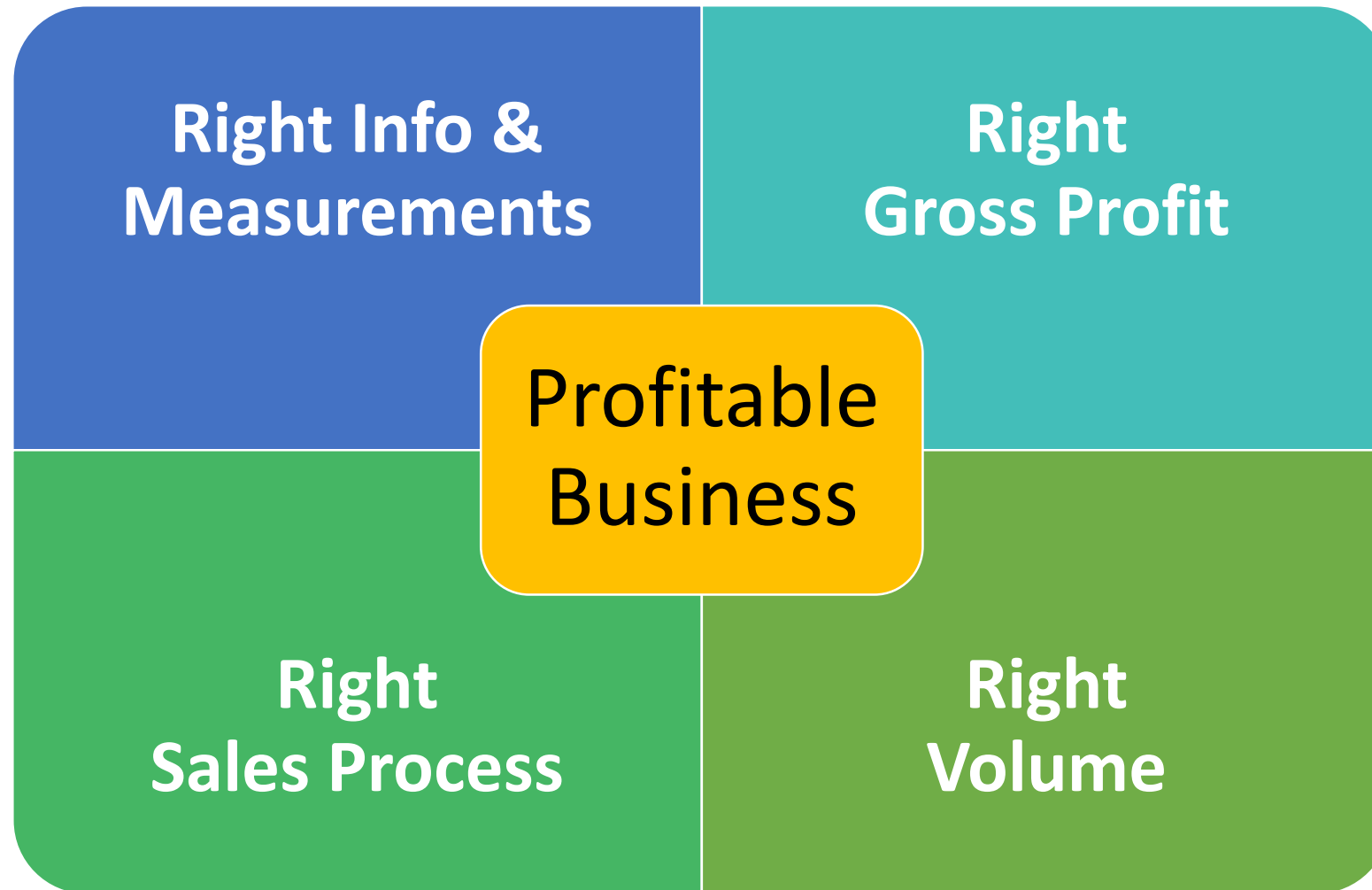
So **please remove distractions** 😊

(cell phones, email, FB, co-workers dropping in, etc.)

- We'd like **your ideas, comments and insights** throughout!
Please enter these in the **Q&A Box**!
 - ✓ We'll be monitoring your questions and comments...
 - ✓ If we don't get a chance to respond to your question, email Diane at Help@InfoPlusAcct.com or Bernie at bheer@bernieheer.com



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**



How to **INCREASE** Your **Gross Profits** – And **Close More \$ales**

About Diane

- Consultant, Trainer, Speaker, Author, Product Developer
- Extensive accounting background and experience
(3 years public accounting, 13 years banking, and founder of Info Plus Accounting in 1994)
- Certifications and awards (prior and current) include CPA, Certified Internal Auditor, Certified QuickBooks ProAdvisor (since 1997), Certified Advanced and Enterprise ProAdvisor, 3-year Top 100 ProAdvisor, 2016 Top Niche Practice ProAdvisor, etc.
- 22+ years working with business owners and accounting staff to help develop internal management and job-cost accounting systems.

About Bernie

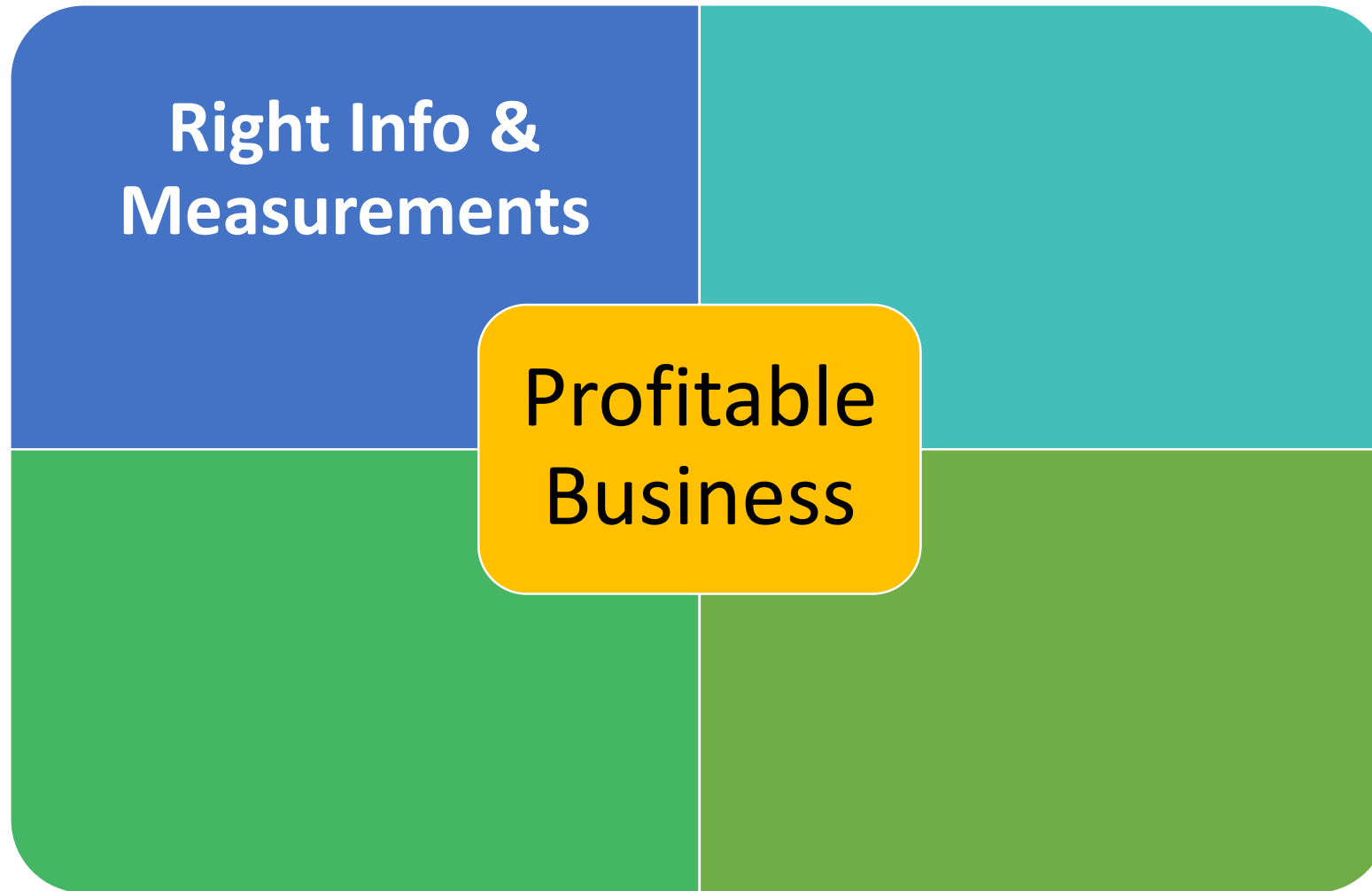
- Founder of Contractor Profit Zone and author of the Contractors' Closing Success System
- Started first business in 1998 and developed the foundations of the Closing Success System in response to market demands
- Author of the popular book, *Upside-Down, Inside-Out and Backwards Marketing for Trade Contractors* available on Amazon
- Have worked with hundreds of different types of contractors to help them convert more prospects into paying clients

Why We're Teaming Up Today

- Business owners and company management need to know what types of information they should be looking at in order to know exactly what is happening in their company on a day-to-day basis.
- After they are able to see this information, they often discover that they need higher volume, lower costs, or that their prices are too low. But how do they make those changes in a competitive market?



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**

RIGHT INFORMATION & MEASUREMENTS - QUALITY

You Need Financial Measurements That Are:

- **Clear** and **Understandable**
- **Useful**
- **Accurate**
- **Timely**
 - ✓ **Job-Cost Reports** – Weekly or Bi-weekly
 - ✓ Up-to-Date (Accurate) **Cash Balances** - Weekly
 - ✓ **Accounts Receivable and Accounts Payable** – Weekly
 - ✓ **Company Profit & Loss** – Monthly (by Middle of Following Month)
 - ✓ **Balance Sheet** – Monthly (Same Time Frame as P&L)



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**

RIGHT INFORMATION & MEASUREMENTS - STRUCTURE

Your **ACCOUNTS** need to be organized in a way that shows:

- **Income**
- **Cost of Goods Sold** (aka “Costs of Producing Income”)
 - ✓ Employee Labor (Payroll, Payroll Taxes)
 - ✓ Materials
 - ✓ Subcontractors
 - ✓ Other Costs to Complete Jobs
 - ✓ Indirect Costs** – For example
 - Labor Burden Cost (Benefits, Time Away, Other Employee-related Costs)
 - Equipment
 - Other Production Support Costs (Shop, Warehouse, Insurance, etc.)

= GROSS PROFIT RESULTS

- **Company Overhead** (“Expense”) & “Other” Income and Expense

= NET PROFIT



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**

RIGHT INFORMATION & MEASUREMENTS - STRUCTURE

Tips:

- Create Header Accounts
- Group and Subtotal
- Add Percentages

Result:

- Instant “bird’s-eye-view” management information!

EXAMPLE...



Type	Account	Total	% of Inc.
Income	INCOME	\$ 1,000,000	100.0%
	COST OF GOODS SOLD		
	<i>Compensation & benefits</i>		
COGS	Compensation-Field & Project Mgt	234,000	
COGS	Payroll Taxes-Field & Project Mgt	20,520	
COGS	Benefits - Field & Project Mgt	18,000	
COGS	Insurance-Worker's Compensation	30,000	
	Compensation & benefits - Total	\$ 302,520	30.3%
	<i>Other direct job costs</i>		
COGS	Job Materials	220,000	
COGS	Subcontractors Expense	182,000	
COGS	Equipment Rental for Jobs	35,000	
COGS	Blueprints and Reproduction	4,000	
COGS	Permits	3,750	
COGS	Miscellaneous Construction Costs	25,000	
	Other direct job costs - Total	\$ 469,750	47.0%
	<i>Indirect costs of production</i>		
COGS	Auto and Truck Expenses-Field	30,000	
COGS	Repairs & Maintenance-Prod'n Vehicles/Equi	6,000	
COGS	Insurance Expense-Field Vehicles & Equipm	8,500	
COGS	Tools and Small Equipment	12,400	
COGS	Cell phones-Field	3,000	
COGS	Depreciation Expense-Field	5,600	
COGS	Insurance Expense-Liability	15,000	
	Indirect costs of production - Total	\$ 80,500	8.1%
	Total Cost of "Income Production"	\$ 852,770	85.3%
	Gross Profit	\$ 147,230	14.7%

Type	Account	Total	% of Inc.
	EXPENSE		
	<i>Marketing & business development</i>		
Expense	Compensation-Sales	60,000	
Expense	Payroll Taxes-Sales	5,400	
Expense	Advertising & lead generation	1,400	
Expense	Marketing events	2,500	
Expense	Meals and Entertainment	1,000	
	Marketing & business development - Total	\$ 70,300	7.0%
	<i>Admin employment costs</i>		
Expense	Compensation-Admin	38,000	
Expense	Payroll Taxes-Admin	3,420	
Expense	Compensation-Owner	80,000	
Expense	Payroll Taxes-Owner	7,200	
Expense	Benefits-Sales, Admin & Owner	18,000	
	Admin employment costs - Total	\$ 146,620	14.7%
	<i>Facilities expense</i>		
Expense	Rent Expense	15,000	
Expense	Utilities	1,680	
Expense	Repairs & Maintenance-Office Space	1,200	
Expense	Insurance Expense-Office Space	520	
Expense	Depreciation Expense-Office	1,200	
	Occupancy expense - Total	\$ 19,600	2.0%
	<i>Office expenses</i>		
Expense	Office Supplies	900	
Expense	Telephone Expense-Office	900	
Expense	Bank Service Charges	350	
Expense	Miscellaneous Office Costs	480	
	Office expenses - Total	\$ 2,630	0.3%
	<i>General & admin expense (G&A)</i>		
Expense	Auto and Truck Expenses-Admin	8,700	
Expense	Business Licenses and Permits	1,150	
Expense	Interest Expense	3,600	
Expense	Professional Fees	4,000	
Expense	Professional Development & Conference	2,500	
	General & admin expense - Total	\$ 19,950	2.0%
	Total Expense	\$ 259,100	25.9%
	Net income	\$ (111,870)	-11.2%

How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**

RIGHT INFORMATION & MEASUREMENTS - STRUCTURE

Next Steps:

- Assign **Income** to Customers and Jobs
- Assign **Costs** to Customers and Jobs

Result – You Can

- See: Your Gross Profit Amounts & Percentages by Job
- Spot: Where Are You Making Money?
- Identify: Where Are You Losing Money?

EXAMPLE...



Account		Total	Job 1	Job 2	Job 3	Job 4	Job 5	Misc Small Jobs	Labor Burden	Total	
INCOME		\$ 1,000,000	100.0%	200,000	115,000	250,000	180,000	215,000	40,000	1,000,000	
			20.0%	11.5%	25.0%	18.0%	21.5%	4.0%			
COST OF GOODS SOLD											
<i>Compensation & benefits - Total</i>											
Compensation-Field & Project Mgt	234,000	23.4%	70,400	28,000	42,400	18,400	52,400	22,400		234,000	
Payroll Taxes-Field & Project Mgt	20,520	2.1%	6,195	2,392	3,731	1,619	4,611	1,971		20,520	
Benefits - Field & Project Mgt	18,000	1.8%							18,000	18,000	
Insurance-Worker's Compensation	30,000	3.0%							30,000	30,000	
Compensation & benefits - Total	\$ 302,520	30.3%	76,595	30,392	46,131	20,019	57,011	24,371	48,000	302,520	30.3%
<i>Job-specific costs</i>											
Job Materials	220,000	22.0%	50,000	20,700	45,000	54,000	43,000	7,300		220,000	
Subcontractors Expense	182,000	18.2%	41,364	17,125	37,227	44,673	35,573	6,039		182,000	
Equipment Rental for Jobs	35,000	3.5%	10,500	1,500	9,500	5,000		8,500		35,000	
Blueprints and Reproduction	4,000	0.4%			1,500	2,500				4,000	
Permits	3,750	0.0%	375	375	375	375	375	1,875		3,750	
Miscellaneous Construction Costs	25,000	47.0%	3,150	4,450	5,400	6,000	1,200	4,800		25,000	
Other direct job costs - Total	\$ 469,750	47.0%	105,389	44,150	99,002	112,548	80,148	28,514	0	469,750	47.0%
<i>Indirect costs of production</i>											
Auto and Truck Expenses-Field	30,000	3.0%							30,000	30,000	
Repairs & Maintenance-Prod'n Vehicles/Equipt	6,000	0.6%							6,000	6,000	
Insurance Expense-Field Vehicles & Equipment	8,500	0.9%							8,500	8,500	
Tools and Small Equipment	12,400	1.2%							12,400	12,400	
Cell phones-Field	3,000	0.3%							3,000	3,000	
Depreciation Expense-Field	5,600	0.6%							5,600	5,600	
Insurance Expense-Liability	15,000	1.5%							15,000	15,000	
Indirect costs of production - Total	\$ 80,500	8.1%	0	0	0	0	0	0	80,500	80,500	8.1%
<i>Allocate Labor Burden - Total</i>											
			38,660	15,376	23,284	10,104	28,775	12,301	(128,500)	0	
Total COGS	\$ 852,770	85.3%	220,644	89,918	168,417	142,671	165,934	65,186	0	852,770	
Gross Profit	\$ 147,230	14.7%	(20,644)	25,082	81,583	37,329	49,066	(25,186)	0	147,230	
			-10.3%	21.8%	32.6%	20.7%	22.8%	-63.0%	0.0%	14.7%	

How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**

RIGHT INFORMATION & MEASUREMENTS - MONITOR

Create Estimates

- Determine Estimated Income (e.g., Fixed Price, T&M, Cost Plus, etc.)
- Determine Estimated Costs by Job Stage (e.g., Site Prep, Foundation, Framing, etc.)
- Determine Estimated Costs Within Job Stages (e.g., Labor, Subs, Materials, Other)

Monitor & Manage

- Estimated vs. Actual Costs (and Change Orders!)
- Estimated vs. Actual Income

EXAMPLE...



How to INCREASE Your Gross Profits – And Close More Sales

Sample Variance Report

12:49 PM
07/03/02

Sample Builders/Remodelers, Inc.

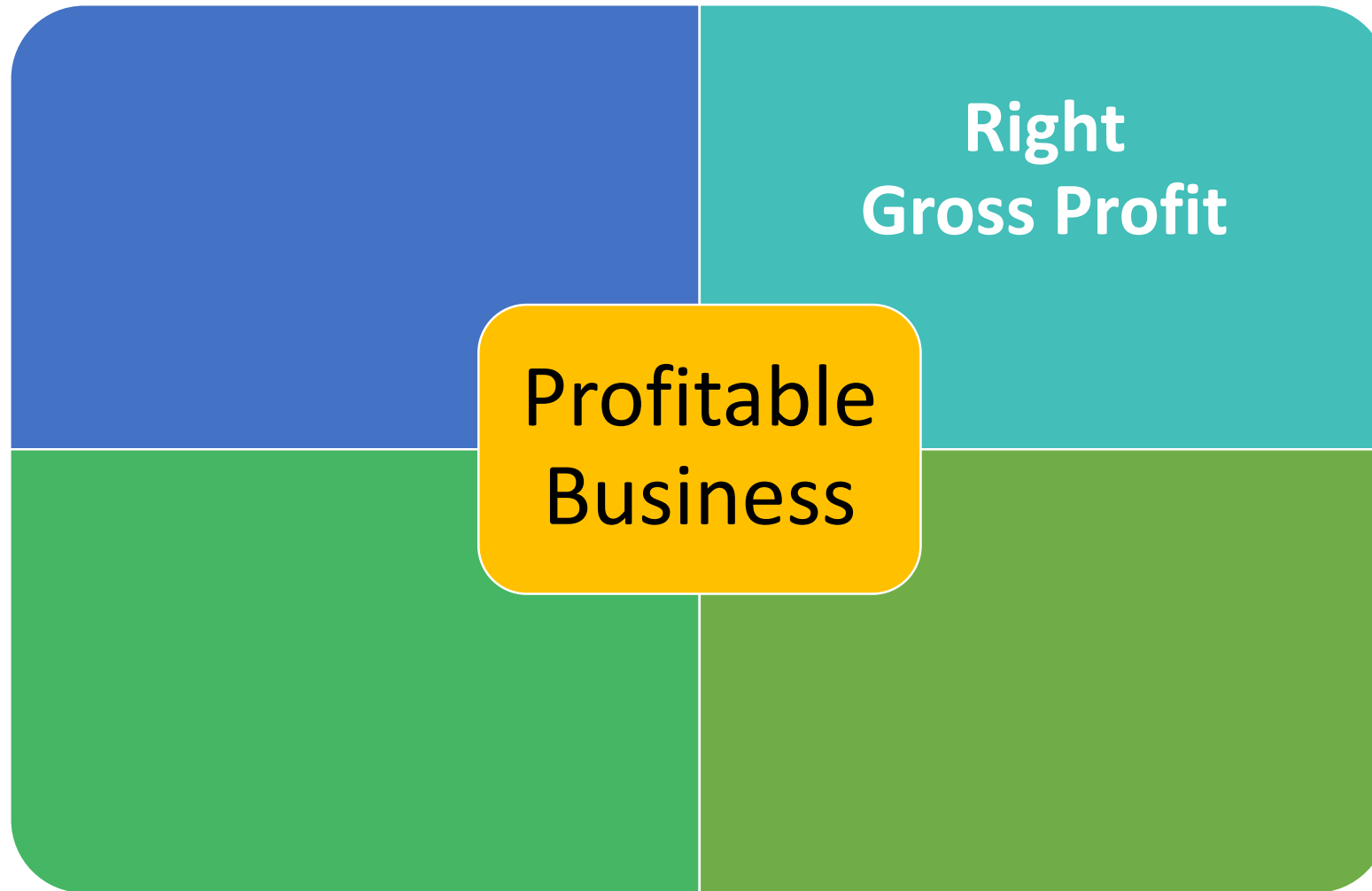
6. Job Estimates vs. Actuals Detail for s815 Tedman

All Transactions

Service	Est. Cost	Act. Cost	(\$ Diff.	Est. Revenue	Act. Revenue	(\$ Diff.
aa.INCOME						
002.REM-RE'S'L						
0020.RM Depos	0.00	0.00	0.00	10,000.00	10,000.00	0.00
0021.Inv 1	0.00	0.00	0.00	10,000.00	10,000.00	0.00
0029.Finl Inv	0.00	0.00	0.00	10,000.00	10,000.00	0.00
Total 002.REM-RE'S'L	0.00	0.00	0.00	30,000.00	30,000.00	0.00
Total aa.INCOME	0.00	0.00	0.00	30,000.00	30,000.00	0.00
am.BLDGPROCESS						
07.PROJ MGMT						
070a.Proj mgt	50.00	21.99	(28.01)	0.00	0.00	0.00
071a.Estimate	0.00	22.13	22.13	0.00	0.00	0.00
072a.Suprvsn	200.00	143.85	(56.15)	0.00	0.00	0.00
078a.ChgOrdr	0.00	9.89	9.89	0.00	0.00	0.00
082a.Orders	0.00	92.61	92.61	0.00	0.00	0.00
Total 07.PROJ MGMT	250.00	290.47	40.47	0.00	0.00	0.00
12.DESIGN/ENG						
120a.Design/E	0.00	24.74	24.74	0.00	0.00	0.00
Total 12.DESIGN/ENG	0.00	24.74	24.74	0.00	0.00	0.00
14.EXTER PREP						
148d.Eq rent	50.00	0.00	(50.00)	0.00	0.00	0.00
Total 14.EXTER PREP	50.00	0.00	(50.00)	0.00	0.00	0.00
16.DEMO+PREP						
160a.Dmo/prep	0.00	8.80	8.80	0.00	0.00	0.00
Total 16.DEMO+PREP	0.00	8.80	8.80	0.00	0.00	0.00
19.TRASH						
190d.Trash	100.00	17.50	(82.50)	0.00	0.00	0.00
Total 19.TRASH	100.00	17.50	(82.50)	0.00	0.00	0.00
28.FRAMING						
280a.Framing	640.00	1,101.11	461.11	0.00	0.00	0.00
280c.Framing	500.00	901.31	401.31	0.00	0.00	0.00
Total 28.FRAMING	1,140.00	2,002.42	862.42	0.00	0.00	0.00



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**



Gross Profit %'s Consistently Too Low...

Not including “indirect” costs in estimates

Under-estimating costs

Passing various costs through
w/not enough or no markup

Qty or cost “slippage” during job

Markup % too low

**Failing to monitor costs
& income as job progresses**

Overstaffing direct labor

Under-charging for Change Orders

Trying to match competitor's pricing

Not tracking or collecting on Change Orders

“Scope Creep”

Customer expectations
& boundaries not set

Over-delivery of product or service





How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**

Gross Profit \$ Amount is Consistently Too Low...

Not ENOUGH leads

Company goals not established

Poor Planning

Design Errors

Insufficient QUALITY of leads

Closing RATIOS too low

Sales Volume too Low

Product/Market mis-match

Overly optimistic outlook → excessive spending

Blindly entering “Volume Danger Zones”

Unanticipated expenditures or emergencies



How to **INCREASE** Your **Gross Profits** – And **Close More Sales**

1

Increase Prices

	Start Here		Increase Price 5 %		Increase Price 10%		Increase Price 12%	
	\$	%	\$	%	\$	%	\$	%
INCOME	\$ 1,000,000	100.0%	\$ 1,050,000	100.0%	\$ 1,100,000	100.0%	\$ 1,120,000	100.0%
COST OF GOODS SOLD	\$ 850,000	85.0%	\$ 850,000	81.0%	\$ 850,000	77.3%	\$ 850,000	75.9%
GROSS PROFIT	\$ 150,000	15.0%	\$ 200,000	19.0%	\$ 250,000	22.7%	\$ 270,000	24.1%
EXPENSE	\$ 259,100	25.9%	\$ 259,100	24.7%	\$ 259,100	23.6%	\$ 259,100	23.1%
NET PROFIT	\$ (109,100)	-10.9%	\$ (59,100)	-5.6%	\$ (9,100)	-0.8%	\$ 10,900	1.0%

Need a **12%** Price Increase (\$120,000) to show a small profit



How to **INCREASE** Your **Gross Profits** – And **Close More Sales**

2

Increase Volume

	Start Here		Increase Volume 10%		Increase Volume 20%		Increase Volume 80%	
	\$	%	\$	%	\$	%	\$	%
INCOME +	\$ 1,000,000	100.0%	\$ 1,100,000	100.0%	\$ 1,200,000	100.0%	\$ 1,800,000	100.0%
COST OF GOODS SOLD	\$ 850,000	85.0%	\$ 935,000	85.0%	\$ 1,020,000	85.0%	\$ 1,530,000	85.0%
GROSS PROFIT	\$ 150,000	15.0%	\$ 165,000	15.0%	\$ 180,000	15.0%	\$ 270,000	15.0%
EXPENSE	\$ 259,100	25.9%	\$ 259,100	23.6%	\$ 259,100	21.6%	\$ 259,100	14.4%
NET PROFIT	\$ (109,100)	-10.9%	\$ (94,100)	-8.6%	\$ (79,100)	-6.6%	\$ 10,900	0.6%

Increasing volumes help, but when the COGS % is very high and Gross Profit % is low, volume would need to increase dramatically (80%) !



How to **INCREASE** Your **Gross Profits** – And **Close More Sales**

3

Reduce Costs to Achieve a Higher Gross Profit Margin

	Start Here	
	\$	%
INCOME	\$ 1,000,000	100.0%
COST OF GOODS SOLD	\$ 850,000	85.0%
GROSS PROFIT	\$ 150,000	15.0%
EXPENSE	\$ 259,100	25.9%
NET PROFIT	\$ (109,100)	-10.9%

15% GP =
17.7% MU

	Reduce COGS 10%	
	\$	%
INCOME	\$ 1,000,000	100.0%
COST OF GOODS SOLD	\$ 750,000	75.0%
GROSS PROFIT	\$ 250,000	25.0%
EXPENSE	\$ 259,100	25.9%
NET PROFIT	\$ (9,100)	-0.9%

25% GP =
33.3% MU

	Reduce COGS 20%	
	\$	%
INCOME	\$ 1,000,000	100.0%
COST OF GOODS SOLD	\$ 650,000	65.0%
GROSS PROFIT	\$ 350,000	35.0%
EXPENSE	\$ 259,100	25.9%
NET PROFIT	\$ 90,900	9.1%

35% GP =
53.8% MU



How to **INCREASE** Your **Gross Profits** – And **Close More Sales**

4

Consider a Combination of Changes – Here’s a “Triple Ten” Approach...

	Start Here		Incr Volume 10%		+ Decrease COGS by 10%		+ Increase Prices by 10%	
	\$	%	\$	%	\$	%	\$	%
INCOME	\$ 1,000,000	100.0%	\$ 1,100,000	100.0%	\$ 1,100,000	100.0%	\$ 1,210,000	100.0%
COST OF GOODS SOLD	\$ 850,000	85.0%	\$ 935,000	85.0%	\$ 825,000	75.0%	\$ 825,000	68.2%
GROSS PROFIT	\$ 150,000	15.0%	\$ 165,000	15.0%	\$ 275,000	25.0%	\$ 385,000	31.8%
EXPENSE	\$ 259,100	25.9%	\$ 259,100	23.6%	\$ 259,100	23.6%	\$ 259,100	21.4%
NET PROFIT	\$ (109,100)	-10.9%	\$ (94,100)	-9.0%	\$ 15,900	1.4%	\$ 125,900	10.4%

Establishing targets for the **right volume**, the **right costs**, and the **right markup**, will help you achieve the right profits.



How to **INCREASE** Your **Gross Profits** – And **Close More \$ales**

Resources developed by me (Diane Gilson) for you – available at BuildYourNumbers.com

1. If you need the kinds of reports I displayed today,...

[Construction Accounting & Management Program \(CAMP\)](#) (\$107/month)

QuickBooks Management Accounting and Job-Cost Training:

- **Over 90 hours** of online, self-paced video training program for company owners, bookkeepers and accounting professionals...
- Includes extensive handouts, monthly one-to-one support time, plus a wide variety of discounts on QuickBooks & Info Plus Accounting Products.

ONLY THROUGH OCTOBER 31, 2016

10% LIFETIME DISCOUNT: Enter **Camp10L** at checkout

2. If you wish you could locate your invisible profit leaks: [The Cost of Chaos™ Analyzer](#) (\$97)

Discover WHERE, and HOW MUCH, you may be losing in your company due to invisible profit leaks:

- Most companies discover \$60,000 to \$100,000+ in “invisible” lost profits.
 - ✓ **It’s easy... extract summary numbers from your tax return.**
 - ✓ Enter your responses in the **Potential Improvements** section.
 - ✓ **See the dollar impact** and uncover the small (but critical!) changes that would **improve your operating, accounting and profitability** results.



How to **INCREASE** Your **Gross Profits** – And Close More **\$ales**

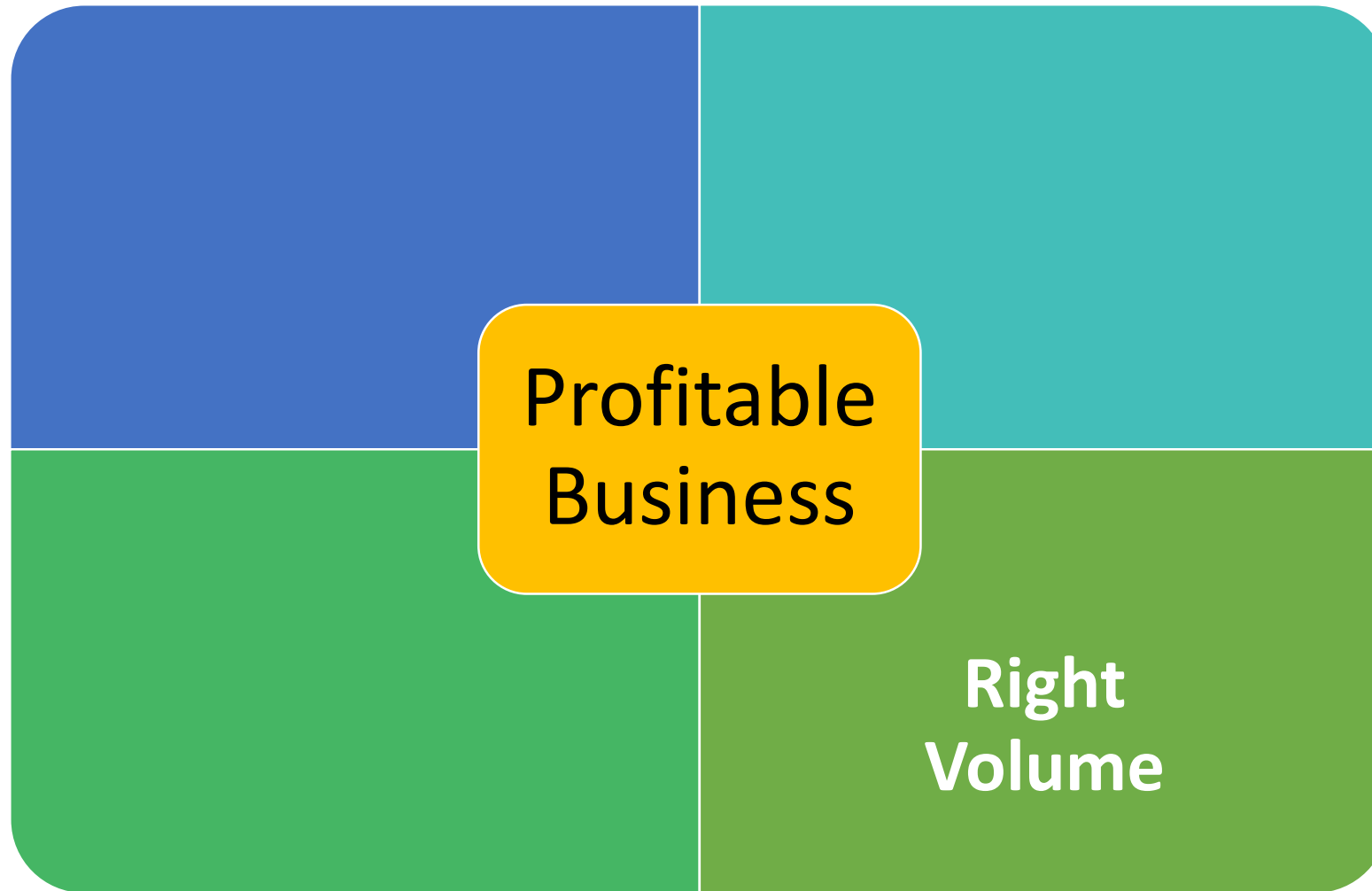
***“The 7-Step Action Plan
for You to Convert More
of Your Leads into
Paying Clients”***

with Bernie Heer

*Founder of Contractor Profit Zone and
Author of the Closing Success System™*



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**

By the end, you'll know –

- How the landscape of selling has changed
- How to separate yourself from your competitors
- How to sell the profitable jobs you really want with**OUT** cutting your price...
- How to create tools that do the selling for you
- What the **HIDDEN** benefit is to selling more jobs at higher prices



How to **INCREASE** Your **Gross Profits** – And **Close More Sales**

The landscape of selling has changed:

- The way people buy has changed, but the way most contractors sell has not.
- Prospects have an unprecedented ability to check you out BEFORE contacting you – and to find alternatives.
- Buyers control the sales process – they now control the information about your product or service – they have instant access



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**

High Competition



Low Competition

- I exist, therefore you should buy from me
- I'm bigger and better than others, therefore you should buy from me
- I have a unique, important, new method or process that delivers benefits to you. (the big shift)
- I understand you at a deep level – including your goals and fears – and when you see that I have created a process just for you, you will want to buy from me.



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**

**Your Prospects
Cannot Clearly See
that You Are
Unlike Your Competition**



How to **INCREASE** Your **Gross Profits** – And **Close** More **Sales**

Are You “Lost in the Crowd...?”

- Most contractors are guilty of doing “Lost in the Crowd” marketing and selling.
- All of their positioning and messaging looks and sounds the same to the prospect (think about your own marketing)
- They don't communicate effectively why they are the best choice



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**

I expected you to say that –

1. We have the highest standards...
2. We use only top quality materials...
3. We respect your home and property...
4. We've done plenty of projects just like this...



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**

Boring....



How to **INCREASE** Your **Gross Profits** – And **Close More Sales**

I heard that from the last guy –

1. Started out at a young age...
2. Learned from the best...
3. We take pride in our work
4. We're family owned and operated..."



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**

Who Cares?

Realize that
Nobody Cares About You!



How to **INCREASE** Your **Gross Profits** – And **Close More Sales**

I think I've seen this website before –

1. We meet all of your needs...
2. Been in business XX years...
3. We're experts in...
4. Your satisfaction guaranteed..."



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**

- Too many platitudes and generalities - all of this sameness fuels price competition
- Prospects assume they will get the same result from anyone they select

It's NOT the prospect's fault for choosing the low-priced bid!



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**

You **MUST** sell opportunities at
profitable margins...

**In Order to Stand Out
from the Crowd,
You Have to...**

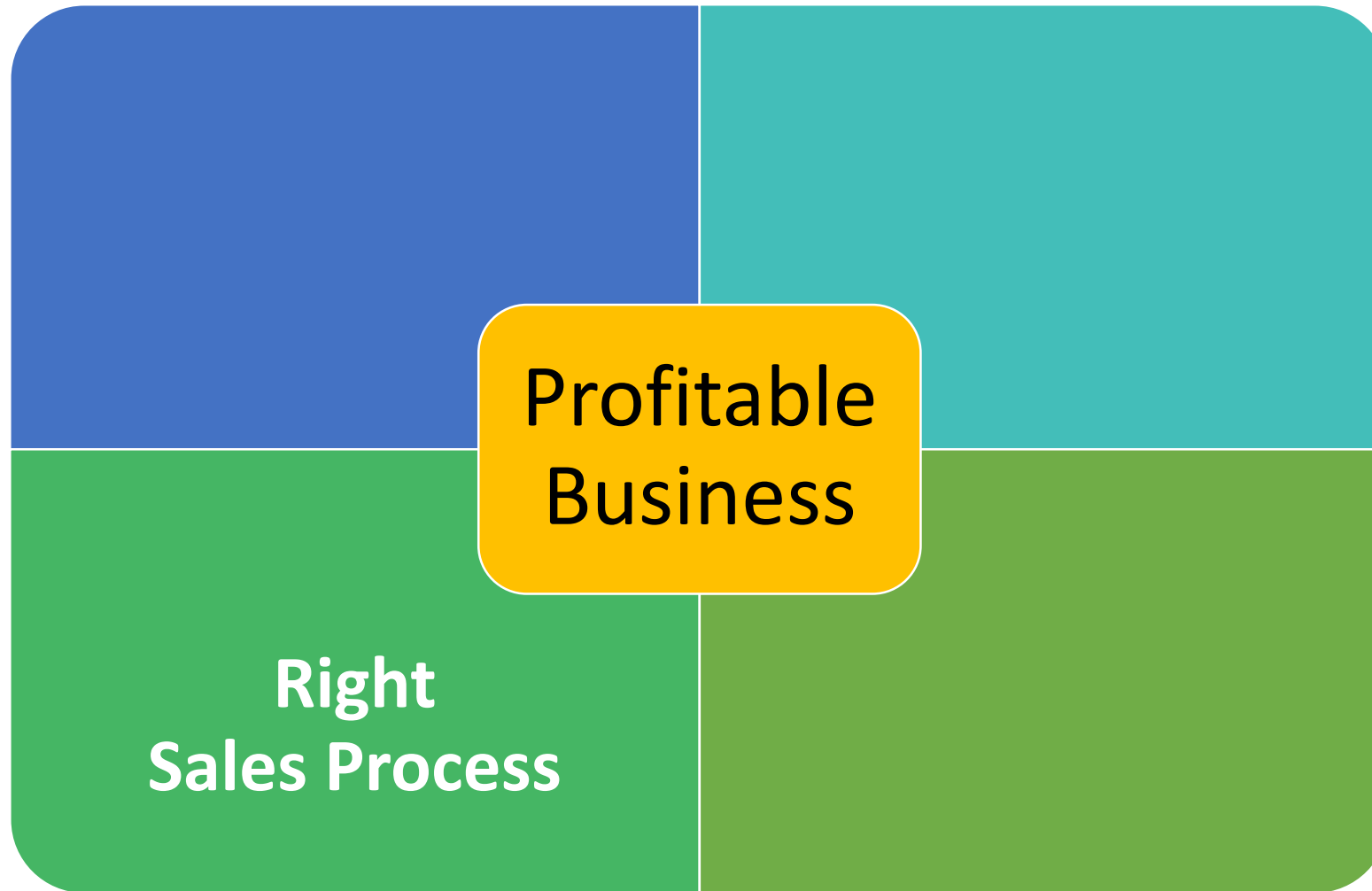


How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**

**...be Willing
to Do What Others are
Unwilling to Do.**



How to **INCREASE** Your **Gross Profits** – And **Close** More **\$ales**



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Step 1 of 7 –

**Commit to Becoming
as Good at Selling
as You Are at Your Craft.**

**Most Contractors Underestimate the
Difficulty of Making a Complex Sale**



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Step 2 of 7 –

You Must Understand Your Prospects

Two Parts:

- **People don't want to be sold**
- **Prospects have fears and worries**



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People Don't Want to be Sold

- They've been disappointed too many times by things they've been sold
- They think everything you say is a lie
- They want to avoid getting "suckered" yet again



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People Have Fears and Worries

- It will end up costing more than they tell me
- It won't turn out the way I want it to
- What kind of people will be in my home?
- I'm not sure how to tell a reputable contractor from a shady one
- I'll pick the wrong contractor and regret it later



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***People put up a massive,
ten-foot tall concrete wall to
KEEP you from selling them.***



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The Usual Sales Process

- Most salespeople:
 - Can't wait to get in front of the prospect...
 - Immediately jump into "sell mode" and...
 - Then tell the prospect exactly what they expected to hear...

They run head-first right smack into the massive concrete wall.



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Step 3 of 7 –
**Develop a different
approach...**
(to bypass the huge wall.)



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A New Sales Process

- Educate and inform prospects in order to establish and build trust
- Create a process that allows them to buy

***Establish a
No Selling Zone...***



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Educate Prospects

- Help them evaluate and compare the contractors they are considering
- Help them understand what to look for – and what to look OUT for – when making their decision

Create Trust



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Trust is the Golden Key to Closing More Sales



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Inform Prospects

- Help them understand what EXACTLY goes into completing their project the *right* way...
- Show them HOW you are going to deliver an experience and a result that they will be thrilled and delighted with...

Build Trust



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Provide Proof

- Demonstrate why your reputation is so strong
- Underscore your professionalism
- Give prospects the confidence to select you

Lock in Trust



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Step 4 of 7–

**Develop and Use Tools that
Do the Selling for You**



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Essential Tools for Your Arsenal:

1. Scripts for:

- Incoming Prospect Call
- Discovery Meeting
- Proposal Presentation Meeting
- Follow-Up

2. Trust Building Tools

- Educate prospect
- Inform Prospect
- Provide Proof



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How We Create Tools:

1. Establish goals for each tool
2. Develop Tool
3. Implement Tool



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Establish Goals for Tool – Incoming Prospect Call:

1. Create a positive feeling for the caller and present a professional image
2. Gather contact info and scope of project
3. Assign value score and weed out price shoppers
4. Schedule meeting for salesperson



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Develop Incoming Prospect Call Script:

Goal 1 - Create a positive feeling for the caller and present a professional image.

"Good morning, thank you for calling Revolutionary Builders, where we believe everybody deserves a more beautiful, comfortable home. This is Lori. How can I help you?"



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Develop Incoming Prospect Call Script:

Goal 2 – Gather contact info and scope of project

Create a table or section of your form where the caller information can be completed.



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Develop Incoming Prospect Call Script:

Goal 3 – Assign a value score and weed out price shoppers

"How did you find out about us?"

"Are we the first remodeling company you've reached?"

"What time-frame do you have for this project?"

"How much research have you done so far?"



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Develop Incoming Prospect Call Script:

If you determine that the caller is a price shopper, write a script...

"Mr. Smith, thank you so much for contacting us. I'm not sure we're the right contractor for your project. You might consider Benedict Arnold Building here in town. I think you'll find that they will be able to help you."



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Develop Incoming Prospect Call Script:

Goal 4 – Schedule a meeting

"Mr. Smith, George is available to come to your home on Tuesday afternoon at 3:00 or Thursday morning at 11:00 am. Which would be better for you?"



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Now apply this process to each tool in your system:

1. Establish goals for the tool
2. Develop Tool
3. Implement Tool



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Step 5 of 7 –

Prepare Yourself...

“Before anything else preparation is the key to success.” Alexander Graham Bell



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How to Prepare Yourself:

1. Determine the most common objections you face
2. Develop well thought-out responses to each objection
3. Practice them until they are second nature



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What's the Payoff?

1. The perfect sales presentation... No hard selling!
2. Naturally overcome concerns (a.k.a. objections), often before they can be voiced
3. Increase closing percentage from 20% to 40% to 60% or more – even against lower priced competition
4. **HIDDEN BENEFIT!** Be able to spend **FAR** more than your competitors to attract ideal clients. Build a perpetual flow of revenue and profit!



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Step 6 of 7 =
Systematize

“Systems are the path to true prosperity.”

Bernie Heer



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Why Systematize Your Process?

1. Makes it quick and easy to follow the steps in your sales process
2. Makes responding to client requests simple (and knocks out your competition)
3. Enables you to choreograph the sale



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Bernie's 7-Step Action Plan to Reinvent Your Sales Process

1. Commit to becoming as good at converting leads into clients as you are at your craft
2. Focus on understanding your prospects at a deeper level
3. Create processes just for them
4. Develop and use trust building tools
5. Prepare your Process... And Yourself
6. Systematize...



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7. Take Action

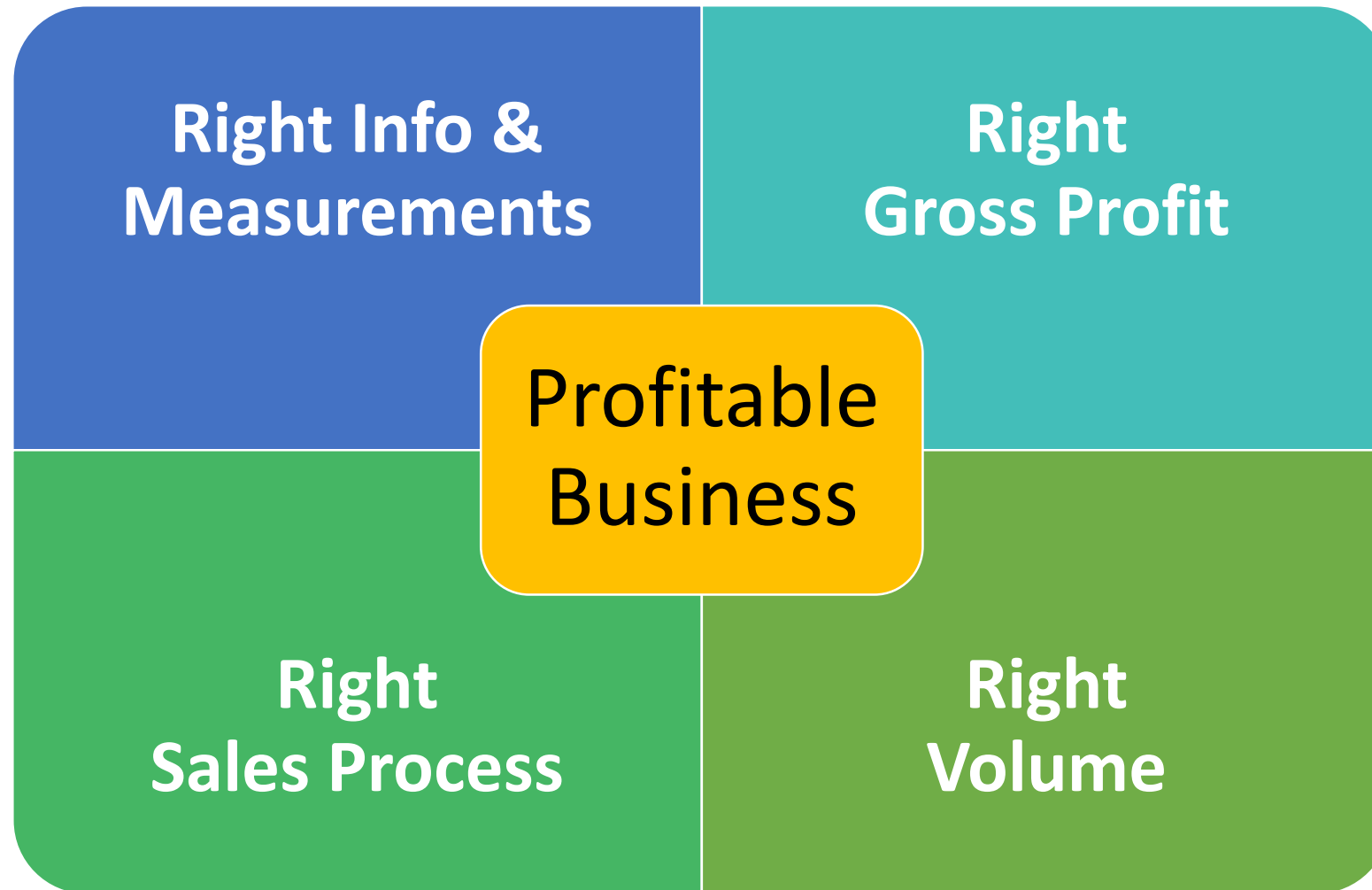
"Success seems to be connected with action."

Conrad Hilton

*"If you want something you've never had,
you must do something you've never done."*



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