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	OVERLAYS & STAINS: Interior & Exterior EPOXIES: Metallix ... Quartz ... Acrylic Chip ... Specialty COUNTERTOPS: Original and Designer Overlays ... Metallix Epoxy VERTICALS: Shower Surfacing ... Wall Coatings ... Art SEALERS: Solvent, Water-based, Low VOC
Consumer driven, performance proven, easy to learn, easy to do, stunning surfacing systems.	
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“GETTING HEALTHY PROFITS...



WITHOUT THE HEADACHES”

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BASIC UNDERSTANDING OF THE AMERICAN CONSUMER:

The American consumer has been conditioned to **NEGOTIATE**. The impact of media advertising has created a mind set that you can get it **CHEAPER**. You can either negotiate for the cheaper price at the right moment (look at how cars and homes are bought) or you can go down the street to another vendor or wait for an advertised cheaper price.



BASIC UNDERSTANDING OF THE AMERICAN CONSUMER:

How do you overcome the “cheaper negotiation” that will be done to you? Leave yourself room to **DANCE**. Start your initial proposal price high so that you have room to come down to or stay above your bottom-line price. But, in the process of coming down on price, you must always get something in **RETURN**.

BASIC UNDERSTANDING OF THE AMERICAN CONSUMER:



BASIC UNDERSTANDING OF THE AMERICAN CONSUMER:

Value is the **PERCEPTION** of the individual customer. It is unique from one customer to the next. The value perceived in the entire **SALES PROCESS** has a significant impact on price.



WHAT ARE THE VALUE PERCEPTION RATINGS *Rank Here*

The work they have seen you do



The person who referred you



Your initial contact with the prospect



Your trade show booth





WHAT ARE THE VALUE PERCEPTION RATINGS *Rank Here*

The vehicle you drive
(Neither the beat up nor BMW)



Your appearance



Your crew's appearance



Your jobsite signs





VALUE PERCEPTION RATINGS

Rank Here

Your door hangers



Your presentation materials



Your punctuality



Your professionalism / demeanor

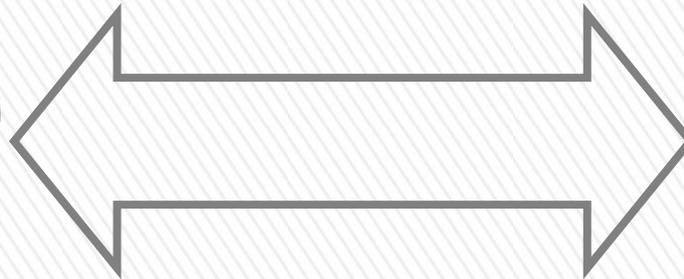


EVERYTHING

you do or don't do has a
perception impact on the prospect.

**YOU MUST ALWAYS SET
YOURSELF APART!**

STARTING THE FILTERING SYSTEM FOR FASTER PROFITS!



STARTING THE FILTERING SYSTEM FOR FASTER PROFITS!

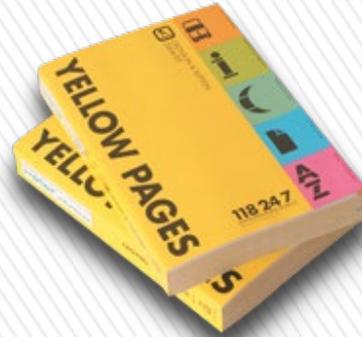
1. Create your showroom and/or satellite showrooms.

- ❖ At **YOUR** home
- ❖ At your **RELATIVE'S** home
- ❖ At your **CLIENT'S** home
- ❖ At a friend's or relative's **BUSINESS**

Get referrals and note of recommendation for your “impeccable” work and for the overall experience of doing business with you.

STARTING THE FILTERING SYSTEM FOR FASTER PROFITS!

2. Consider Yellow Page Advertising? **NOT!!!!**



Old school and do not waste your time. Google is the yellow pages of today. Even using Google is with limitations. Paid “Impressions” being the number of times you show up on a search page does not guaranty you being at the top half of a computer screen nor does it assure the “impression” is clicked on to your landing page link.

STARTING THE FILTERING SYSTEM FOR FASTER PROFITS!

However, in all your print advertising...

MUSTS:

- ❖ Set yourself APART
- ❖ Give the big BENEFIT
- ❖ Include picture of SMILING KIDS FACES – PUPPIES with your floors and tops!
- ❖ Create a RESPONSE action
 1. Be the Consumer ADVOCATE (*you are on their side*)
 2. “7 Things You Must Know Before”
 3. “Free – No Obligation”
 4. Draw a TIME LINE for responding

STARTING THE FILTERING SYSTEM FOR FASTER PROFITS!

2. Utilize Direct Mail? NOT! No VALPAK!

Perhaps RSVP.



PROS:

- ❖ MONTHLY
- ❖ Target specific GEOGRAPHICS and DEMOGRAPHICS

CONS:

- ❖ May require MULTIPLE APPEARANCES

MUSTS:

- ❖ Same as for all print media

BETTER FILTERING TOWARD FASTER PROFITS!

3. Do a Home Show, Targeted Association Booth, Farmers Market!



❖ A PATTERN TO LIVE BY:

❖ THREE rows down and to the RIGHT

❖ Where the FOOD AND BEVERAGES are

❖ Where the BATHROOMS are – but not too close

❖ Caution in bringing a TABLE – set to side or rear not at entry.

❖ Don't leave the EXPENSIVE MATERIALS out but hand them out

❖ Give-aways get you NOWHERE for they create wrong interests

❖ **YOU WANT THEM TO SEE it – STEP on it – TOUCH it!**

❖ Hand them an INTEREST CARD to complete (*SAMPLE IN THE U*)

❖ The interest card must have INTEREST LEVEL SPECIFIED

BETTER FILTERING TOWARD FASTER PROFITS!



- ❖ Set Goals for your Show:
 - ✓ How many appointments set right at the show
 - ✓ How many interest cards completed

You want to have professional consultation appointments set at the show with email of appointment set. Even do so with prospect in front of you to confirm on their end.

As for interest cards, they have a ranking to determine time frame for project completion. Prioritize these!

The U has a template for 10x10 booth.

BETTER FILTERING TOWARD FASTER PROFITS!

Angie's List & Houzz, Facebook, Website

4. The new media connecting contractors to consumers

- ❖ Such has been met with mixed results.
- ❖ Talk to their in-house experts and get referrals from top performers.
Look at those performing listings and talk to their staff.
 - ✓ How many appointments set right at the show
 - ✓ How many interest cards completed
- ❖ As for Facebook, keep it fresh with every new project and every client endorsement tag with it.
- ❖ Your website must be fresh the same.

BETTER FILTERING FOR FASTER PROFITS!

Angie's List & Houzz, Facebook, Website

But do not get caught up in SEO...

- ❖ Search engine optimization is “over ranked.”
 - Your website legitimizes your business. It is not the beginning of the funnel to drive business to you. Folks do not choose to do business with you because they found your website, but because your website affirmed what they heard or seen about you. *Hence keep your website fresh!*
 - *Do have a form fill on your site and a fresh voice greeting to call if it is not your answering the phone directly.*
 - *Prominently show “Financing Available”.*

BETTER FILTERING SYSTEM FOR FASTER PROFITS!



5. Network!!!!

- ❖ Make friends with Pest Control Companies
 - ❖ **How many customers do they see a week!**
 - ❖ Extend “finder fee” for landed business to tech and to company owner.
 - ❖ Set intro meeting with company team ... doughnuts.
 - ❖ Brochure and foot in the door!
 - ❖ Sample (4”x4”) business card for foot in the door!
- ❖ Make friends with Pool Service Companies ... same way!
- ❖ Make friends with Garage Door Companies ... same way!

THE ART OF THE CONTROLLED SALE



“FOUR-LETTER” WORDS TO AVOID:

JOB BID

DEAL PRICE

- Don't refer to professional skills as a job or the prospect's important desire as a job.
- Don't offer a bid for this implies the prospect should be seeking bids (when they were already sold on you).
- Don't make them a deal as dominant driver personality will receive such as a challenge for them to go find a better deal – and they will attempt so.
- Price is not what any person wishes to pay. It belittles the project they have in mind for you to do.

THE ART OF THE CONTROLLED SALE



“FOUR-LETTER” WORDS TO AVOID:

JOB BID

DEAL PRICE

- Job is “your project, your renovation, your home improvement, your transformation”
- Bid is “our complimentary professional consultation”
- Deal ... just don’t use this word.
- Price is “investment”

THE ART OF THE CONTROLLED SALE



Before setting the Professional Consultation:

1. Determine **INTEREST LEVEL**

Ann, what can I create for you? (Type, size, dimensions)

*How long have you been **THINKING** about this?*

*What **SPARKED** your desire?*

You sound like you are ready to sit down and take the next step.

THE ART OF THE CONTROLLED SALE

Before setting the Professional Consultation:

2) Do a **PRE-CLOSE**.

*To help me gather my design thoughts, what kind of an **INVESTMENT** are you wanting to make for your home improvement?*

*Ann, when would you want your project **FINISHED BY?***

THE ART OF THE CONTROLLED SALE

Setting the Consultation:

- 3) Both spouses **MUST** be present.
Listen actively for “**WE**” or reference to the spouse in the conversation.

Ann, I am sure that you find time is precious. To make the best use of our time together and to be able to answer all questions that may come up, it is very important that both are there for this meeting.

THE ART OF THE CONTROLLED SALE

Setting the Consultation:

4) You are **ALWAYS BUSY**.

Don't jump at the first time offered to you.

Use the "**OR**" close and set **YOUR** time.

THE ART OF THE CONTROLLED SALE

Setting the Consultation:

Ann, I am already scheduled at that time, would XXX or XXX be better for you and your spouse?

If she needs to check and call back, direct her by saying “if neither of these times work, perhaps her spouse has a couple times that might work for him/her.”

By getting those times, perhaps one is compatible. Be sure to impress upon her the need to call you back in the next **COUPLE HOURS** so a convenient time for all will be more readily achieved.

THE ART OF THE CONTROLLED SALE

Confirming the Appointment:

The evening prior or a few hours before, do call to confirm that the appointment is still planned and that the spouse will be there too. If the spouse's schedule has changed and can not attend, **RESCHEDULE.**

THE ART OF THE CONTROLLED SALE



The Meeting:

1. Be **READY** and be **ON TIME**.
2. What will you have with you?
 - Lap Top
 - Note Pad
 - Pen / Pencil / Eraser / Stapler
 - Colored Pencils
 - Pictures & Reference Letters
 - Tape Measure
 - Camera (digital)
 - Contracts & Service Agreement
 - Three day cancellation agreement

THE ART OF THE CONTROLLED SALE



3) Entrance

Stand a **COUPLE STEPS** from the door with a smile.

WIPE your feet after the door is answered or put on shoe covers.

Introduce yourself with a smile and provide immediate complements.

THE ART OF THE CONTROLLED SALE

4) Seek to set your “tool box” down at the **KITCHEN TABLE** and select a seat where you do not sit across from them but at least one is sitting to your left or right. Sitting across is a confrontation negotiation position. Sitting to the side of them is a “we” negotiation position putting them more at ease.

5) Let them do show and tell, walk with them, and **LISTEN**.

Affirm the good things you are hearing. Help them through what they are dreaming. Say nothing about what you would advise not doing.

This is their time to get **RE-EXCITED** and in **SYNC**.

Listen for their hot buttons. **TAKE NOTES** as they talk.

PROFESSIONAL CONSULTATION

Date: 1/25/2011

Customer: Jim and Sandra Brown

Investment Project: Kitchen Countertop (approx 60 sq. ft)

Desired Date To Complete: 2/15/2011 ... In-laws arriving

Notes:

- | | |
|----|--|
| 1 | <input checked="" type="checkbox"/> <u>Remove non-drip edge</u> |
| 2 | <input checked="" type="checkbox"/> <u>Will provide own top-mount</u> |
| 3 | <input checked="" type="checkbox"/> <u>Will provide new faucet</u> |
| 4 | <input checked="" type="checkbox"/> <u>Faucet mounts in sink</u> |
| 5 | <input checked="" type="checkbox"/> <u>Cream marble base (Ant White)</u> |
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| 7 | <input checked="" type="checkbox"/> <u>Some lined veins (black)</u> |
| 8 | <input checked="" type="checkbox"/> <u>Slight gold metallic (Essence)</u> |
| 9 | <input checked="" type="checkbox"/> <u>Edging modified chiseled</u> |
| 10 | <input checked="" type="checkbox"/> <u>Replace splashes - be 6"</u> |
| 11 | <input checked="" type="checkbox"/> <u>Splashes modified chiseled</u> |
| 12 | <input checked="" type="checkbox"/> <u>Under sink shows stable, no rot</u> |
| 13 | <input checked="" type="checkbox"/> <u>Semi -- satin finish</u> |
| 14 | <input checked="" type="checkbox"/> <u>Pro Protector NT</u> |
| 15 | <input checked="" type="checkbox"/> <u>Will maintain temperature</u> |
| 16 | <input checked="" type="checkbox"/> <u>Will provide access 8am-4pm</u> |
| 17 | <input checked="" type="checkbox"/> <u>Can come on Saturday if must</u> |
| 18 | |
| 19 | |
| 20 | |

Payment:

REVIEW YOUR NOTES WITH THEM FIRST BEFORE PROPOSING

*A blank version
of this is ready
for your
download from
the U.*

THE ART OF CONTROLLED NEGOTIATION

So, let's say you are doing a countertop installation. You know it is 60 square feet. You would be happy to do the install considering all variables at \$35.00 per foot (\$2,100). This is the bottom of your dance floor.

Where you start your dance floor should be higher based upon your sense of the customer and what may be the customer's value perceptions.

For example, start the dance floor at \$3,000.

THE ART OF THE CONTROLLED SALE

Review the project they have talked about and do measurements off to the side.

Slide your Consultation Sheet with all your notes in front of them:

“We can get your project done for you for \$3,000.”

(Total Investment = Top of Your Dance Floor)

Then **DON'T** say a word.

Still **DON'T** say a word. He who speaks first **LOSES**.

Pull the pad back and doodle by drawing in more of the design.

Be listening and observing for buying signals.

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Your Investment ... \$3,000

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Payment:

SET YOUR DANCE FLOOR

THE ART OF CONTROLLED NEGOTIATION

If they agree to this price, great! You just made another \$900 in profit over the bottom of your dance floor!

THE ART OF THE CONTROLLED SALE

But they may not agree, be listening and observing for buying signals.

When can this be done?

How much down is required?

Do you finance?

Be listening for negotiation signals.

***“Ouch... Whoa... That’s a lot.. That’s more... Too much...
We’re thinking more like... How about \$XXXX?”***

THE ART OF CONTROLLED NEGOTIATION

Negotiation has always been thought of as meeting in the middle. A point where concessions by both parties results in an agreement. Some even refer to this as win-win. But if you have made concessions whereby you are doing business for less than your desired profit, this is not a win-win as you are on the **LOSING END**.

The **Art of Controlled Negotiation** involves using your tool chest to **GAIN CONCESSIONS** from clients while at the same time they feel they have won by achieving their perceived value through negotiating.

You win as you keep your price above your dance floor and turn the client into a member of your **SALES FORCE**.

THE ART OF CONTROLLED NEGOTIATION

Do not answer the price objection **DIRECTLY**. Lead the conversation in a different direction.

Mr. and Mrs. Smith, when were you wanting to have this project accomplished? (wait for answer then give them the following...)

*“That soon, that is good. One of the reasons I am out in this area is that I am also looking for a **PREFERRED REFERRAL CUSTOMER** like yourself. We find that our budgeted advertising dollars can be allocated toward the **PREFERRED REFERRAL CUSTOMER**. If you qualify, we can allocate some of those dollars and you won’t need to pay this price.”*
(Pointing to your first price.)

Listen for the response such as “HOW DO I QUALIFY”

Two important points here: 1) You turned the price objection into a matter of their qualifying to be your customer. You did a 180° on them. 2) If they are not interested, they are not likely the client you want. You want clients who are interested in help you because of your good work for them.

THE ART OF CONTROLLED NEGOTIATION

We would need you to be willing to have our small company sign be posted in your front yard for the next 30 days. Would you be able to do that?

(As you are getting their answer, pull the pad back to you and write in “JOB SIGN - 30 DAYS” and then next to it “LESS \$300” and put in new subtotal. Slide the pad back to them and show them the new price.

Again listen for the response. Again do not say a word.

Are they still dancing with you?

\$300 is just for example ... you set your values.

THE ART OF CONTROLLED NEGOTIATION

If they have move you to negotiate and agree to the PRC incentive, the PRC discount might be \$300.00 and you show \$2,700 as the new price.

PROFESSIONAL CONSULTATION

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Desired Date To Complete: 2/15/2011 ... In-laws arriving

Notes:

Your Investment ... \$3,000

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Preferred Referral
Customer - 30 Day - \$300

Payment:

PROFESSIONAL CONSULTATION

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Your Investment ... \$3,000

*Preferred Referral
Customer - 30 Day - \$300*

Investment ... \$2,700

Payment:

GET
SOMETHING
IN RETURN
FIRST

THEN GIVE
SOMETHING
IN VALUE

THE ART OF CONTROLLED NEGOTIATION

If they agree at this point, you made an additional \$600 above your dance floor.



They may still object to the new price realizing you will negotiate with them.

Continue this process with all of tools until you announce your last tool (if you even had to go that far).

Here is the secret in this method. The first drop in your price is larger than the second. The second larger than the third. By the third time they are recognizing there is not much more for them to ask for.

Here is the bigger secret, look at your Consultation Sheet. You have run out of room to negotiate and directly below is “Payment” section for closing the sale.

THE ART OF CONTROLLED NEGOTIATION

They may still object to the new price realizing you will negotiate with them.

Pull another tool out of your tool chest showing them some reference letters.

*“Mr. and Mrs. Smith, I take pride in my work and satisfying my clients. After doing a great job for you, if I can get a letter of reference from you for our portfolio, this is considered as advertising and I can use more dollars of our advertising budget so you will not have to pay this price.”
Would you be willing to provide me with such a letter within 7 days of completing your project?*

Listen for a response and take the pad back.

Write in “REFERRAL LETTER LESS \$100” and the new subtotal.

PROFESSIONAL CONSULTATION

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| 19 | | |
| 20 | | |

Your Investment ... \$3,000

Preferred Referral
Customer - 30 Day - \$300

Investment ... \$2,700

Letter of
Recommendation - 100

Payment:

PROFESSIONAL CONSULTATION

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Your Investment ... \$3,000

*Preferred Referral
Customer - 30 Day - \$300*

Investment ... \$2,700

*Letter of
Recommendation - 100*

Investment ... \$2,600

Payment:

GET
SOMETHING
IN RETURN
FIRST

THEN GIVE
SOMETHING

THE ART OF CONTROLLED NEGOTIATION

If \$2,700 is still out of their perceived value point, then include the Letter of Recommendation. Place a value of \$100 on it showing the new project price as \$2,600.

In writing this out for the prospect, you are showing that you came down \$300 and then \$100. You have indicated you have little room to move at this point. A good chance exists that they will agree to the \$2,600.

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Your Investment ... \$3,000

*Preferred Referral
Customer - 30 Day - \$300*

Investment ... \$2,700

*Letter of
Recommendation - 100*

Investment ... \$2,600

Payment:
30% Now - Check
30% Start - Check
Check at completion

GOT PRC
 GOT LOR
 AND \$500
 ABOVE
 THE
 FLOOR

THE ART OF CONTROLLED NEGOTIATION

Obviously, if they want you to dance one more time, do so for another \$50.00.

In any case, your goal is to be above your \$2,100.

UNREACHED AGREEMENT

You want to reach agreement on the **FIRST** meeting. This is to prevent “bid wars” and wasting your time. If they want to seek additional bids, encourage them to do so.

Leave the door open that if they decide that they like what you presented, they liked your approach, then your proposal with their **PREFERRED REFERRAL** support still stands for the next 5 days. Do not leave them your notes to show the competition.

Show your appreciation for their time before leaving and e-mail them or send them a note immediately again expressing your appreciation as your competitors won't be. **SET YOURSELF APART!**

REACHED AGREEMENT

Write up the contract **IMMEDIATELY.**

Have the customer **INITIAL ALL** pages

Mark or write in Preferred Referral Agreements

Have customer sign both the contract and three-day cancellation

Be sure not to guaranty against cracks and be sure to offer maintenance agreement.

Get your check (or credit card deposit) and use a noisy **STAPLER** as you put everything together.

BEFORE LEAVING – SECURE THE SALE

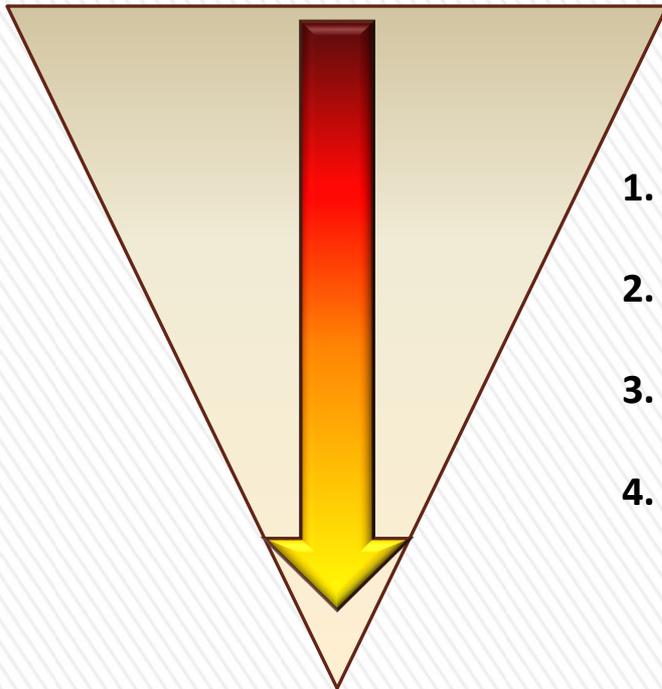
Share how you appreciate them as clients and value their business. Request that because of special pricing provided, it can't be extended to others so please do not share your price with others.

Hold the contract package in hand in front of you. Share with them that *“Although, Mr. and Mrs. Smith, you have right to cancel any time in the next three days, I will be committing expenditures tomorrow. If there is anything, anything at all we didn't cover or that you are having second thoughts about, I would prefer leaving here as friends than have you follow through on a contract you are not happy about.”*

(Demonstrate your readiness to TEAR UP the contract in front of them.)

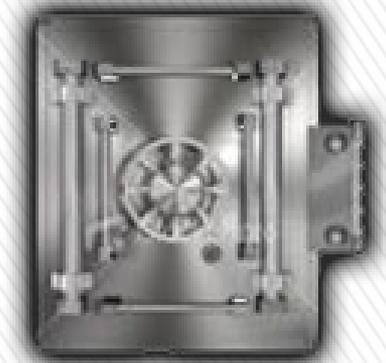
FILTER OUT THE MASSES FAST

POOL OF UNKNOWN \$\$\$



- 1. REACH TO THE MASSES!**
- 2. CREATE A RESPONSE TO CONTACT YOU!**
- 3. BUILD VALUE IN ALL THAT YOU DO!**
- 4. CONTROL THE SALE AND THE NEGOTIATION!**

REAL \$\$\$ THAT YOU CAN BANK ON!



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- SDS (Safety Data Sheets)
- Product Specifications & Tips
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The image shows a login form for Granicrete University. At the top, there is a large logo consisting of a brown 'G' and a grey 'U' followed by the word 'NIVERSITY' in grey. Below the logo, there are two input fields: one for 'Email' and one for 'Password'. At the bottom left of the form is a grey 'Log in' button, and to its right is a blue link that says 'or forgot my password'.



Via Granicrete University



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PROFESSIONAL CONSULTATION

Date: _____ Customer: _____

Address: _____

Desired Date To Complete: _____

Notes:



- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____
- 11 _____
- 12 _____
- 13 _____
- 14 _____
- 15 _____
- 16 _____
- 17 _____
- 18 _____
- 19 _____
- 20 _____

Payment:

