Example – Answering The Phone

| Overall Purpose | Differentiate immediately versus other contractors. Specifically: <br><br> 1) build trust <br> 2) begin education <br><br> "whoever develops the most trust – and educates best – winds more than their fair share" |
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| Other Objectives | 1) Qualify lead… time is money; in the busiest season – you are better off not calling on "price" oriented customers – because they are less likely to refer you – even if they buy from you. Time management says – focus energies on "the best" prospects – those that seek value = and therefore will listen to you –pay a fair price – and refer you later <br><br> 2) Prioritize budgets… measure sources of leads – quantify "cost per lead" to make sure you are investing in a mix of sources – but with focus on the best (cost per closed lead). |
| Qualifying Table – Questions To Use This Table Are Below | **Who To Call On – Lead Quality** <br><br> <table><tr><td>_# Leads_</td><td>"A"</td><td>"B"</td><td>"C"</td><td>"D</td></tr><tr><td>Flooded</td><td>Yes</td><td>If Time</td><td>If Time</td><td>No</td></tr><tr><td>Strong</td><td>Yes</td><td>Yes</td><td>If Time</td><td>No</td></tr><tr><td>Ok</td><td>Yes</td><td>Yes</td><td>Yes</td><td>If Time</td></tr><tr><td>Weak</td><td>Yes</td><td>Yes</td><td>Yes</td><td>Yes</td></tr></table> <br> Key – invest ALL the time needed in the "best prospect" accounts – rather than worry about getting estimates to everybody that called. You'll get more margin now – and more referrals later. |
| Example Script… <br><br> Starting the process – setting up trust – educate about "risks" in the contractor and manufacturer decision | Hi. Thanks for calling XXX Roofing – a GAF-Elk Master Elite certified contractor. How can I help you? <br><br> (Typical response – "have a roof problem – want an estimate). <br><br> Thanks! We appreciate that you called us. And – we'd be happy to help you out. Can I ask you a few questions, so that we can provide what you need – and not waste your time? <br><br> (typical response – "sure") <br><br> Thanks. As you may already know, purchasing a roof can often lead to horrible surprises. So whether we are privileged enough to earn your trust or not – make sure you're very comfortable with the contractor – and knowledgeable about the system and warranties they are quoting. <br><br> The Better Business Bureau knows this industry all too well. Most people are surprised that there are so many common mistakes – that they don't even realize has anything to do with a roof. In every neighborhood, over 90% of roof systems aren't even built to the building code – they don't have enough ventilation in the roof systems  -  and that is putting people's health at risk – wasting money – and have guarantees that appear strong – but are very weak. In fact, about 80% of contractors are out of business within only 2 ½ years of installing your roof. <br><br> Have you heard about any of these risks? <br> (typical response – "some of them" or "no") |

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| Qualifying Question – Interested In Value? | When our estimator comes to your house, would you be willing to invest about an hour – to learn about the most common mistakes many property owners make – and how to avoid them?  Frankly, whether you invest with us or not – you'll be in a much better position to make your best and safest roofing system investment.<br><br>(If Yes – they are at least a "B" – and possibly and A. If not, they are a "C" or a "D". |
| Qualifying Question – Amount of Competition? | About how many estimates have you gotten – or do you plan to get?<br><br>(If Yes above – and 3 or less estimates– they are an A – if not, a B. If "no" above, but 3 or less estimates, they are a C – if not, a D. |
| Suggestion – If Based On Grid Above, Likely Will Not Fit Schedule | Thanks for answering those questions.<br>To be honest, we don't want to waste your time.<br>Based on your answers – we're probably not the best contractor for you –you'll be better off with one of our competitors.<br><br>(Two responses typical: "why" or "ok"; if "why?)<br><br>Because its sounds like your primary interest is just getting the lowest price. We're never the lowest cost – but we are usually the best and safest investment. That's why most of our business comes from referrals.<br><br>(Some will switch the answer – and ask you to still come; others will say "thanks" and go search for the lowest price. |
| Last Question | By the way, can I ask where you learned about us? Was it yellow pages, a truck sign, the internet, a referral, or some other way? |
| Now – Pricing | Having given the lead a priority rating – its now important to establish – ideally even weekly – a price strategy. My suggestion is something like this: |

|  | High Backlog | Moderate Backlog | Small Backlog |
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| Target Price | Avg. Plus 5-15% | Average | Average Less 5 - 7% |