**HIRE PRO MAN (HPM)**

**1. ENTRY[[1]](#footnote-1)***Present business card at door, give your name* — **I’m the Field Manager and I’m filling in for Dave who was scheduled to give you the inspection today, but we are running a huge promotion, and Dave is doubling back to Oceanside** *or location opposite of current* *lead as possible* **to visit a client he saw last week** *then**wipe your feet, motion toward the door* **I will be providing the free inspection.** *When you get in, head toward family room and politely ask for a glass of water and compliment them on something in the house.*

*If you are porched and don’t get in, turn away and say,* **Let me show you something** *and take them to the first area of concern and begin a mini inspection,* **How long has this been this way? Do you know what’s causing this?** *Engage conversation, then ask,* **May I have a glass of water?** *Then when back in the house and sitting down with both homeowners tell them what you are going to do and continue your warm up.*

*If you have 1 homeowner present and the other is home and unavailable ask,* **May I meet your husband/wife?** *If not at home* **Are they returning soon?** *If so,* **I have some papers to drop off and I’ll return in 30 minutes, OK?**

*Do not warm up a one leg appointment; however, if the other homeowner is NOT returning soon, then warm person up and reschedule the appointment. Be sure to call the office and use the reschedule script to make the homeowner feel special. Tell the office you are rescheduling the appointment for X Time and the office will tell you that you already have an appointment with another homeowner at that time. Tell office you would like them to call homeowner and reschedule the time so you can meet with the homeowner you are with. This makes the homeowner feel special.*

**2. WARM-UP***This step should be done with BOTH HOMEOWNERS PRESENT. If only one is available continue warm-up but make it brief and reset appointment as described in last paragraph of ENTRY.*

*Do the warm-up. Talk about FAMILY, OCCUPATION, RECREATION and DREAMS. Always look for ways to compliment the homeowner (without making it look obvious, be casual, spontaneous).* *Also ask:*
**Have you done any improvements here before?
How did you choose your contractor?
What did you like or dislike about them?
Did they finance improvement for you, or did you have to pay cash?
Are both your credit scores pretty good right now?** *Don’t spend any more than 10 minutes on the warm up.*

NOTES

 **3. INSPECTION***This is* *the most important step for creating URGENCY, PRICE CONDITION, FINDING and DETERMINING ALARM AREAS, AND EXPLAIN and ELIMINATE OPTIONS. Be sure both homeowners are with you on inspection. If the wife is reluctant, tell her it will only take a few moments of her time. If she still resists, then tell her you will take pictures of problem areas so she fully realizes what we find out.* ***TIE DOWN:*****Will that work for you Mrs. Jones?**

*Whether the inspection is for stucco, windows or roof, the process is essentially the same (the inspection in the example below is for stucco). Always take pictures for reference AT THE CLOSE.*

1. *Walk completely around the house*
2. *Look at every wall, trim and areas unreachable (be thorough)*
3. *Look for mold areas. Explain dangers of mold*
4. *Indentify horizontal cracks (caused by house movement)*
5. *Indentify vertical cracks (wood studs damp and expand and contract)*
6. *Find any wood-rot*
7. *Indentify efflorescence (decay of lime holding cement, sand together and called stucco).*

**SIX RULES OF INSPECTION**

1. ***Take both homeowners*** *on the inspection*
2. ***Inspect entire house*** *(WALL, TRIM, HARD TO REACH AREAS)*
3. ***Kill house*** *and indentify alarm areas* — *take pictures)*
4. ***Price condition*** *each wall* with the four different options:
*(a) Re-stucco house (very expensive, dirty and about $50k)
(b) Color coat ( short term solution, 2 years for cracks to reappear, $25k)
(c) Paint (using latex paint which prevents house from breathing, doesn’t last long,
 fades in two years, costs anywhere from $6k to $20k)
(d) Siding (build up latter, compare favorably with our coating solution). Siding will last
 a lifetime but not something that looks good and really not necessary in dry
 California. Very costly but it covers everything, $50k)*
5. ***Be a consultant.*** *Price condition as in last bullets describing a different option at each wall. Ask them questions, these are examples:***Have you been thinking about changing colors?
What other home improvement projects have you done?
What other home improvements have you been thinking about?***Giving new ideas builds trust and customers are more inclined to want to buy from you!*
6. ***Assume the sale*** *always.***So what color do you see house being changed to?
Do you want the trim to be a different color?
Can we do anything with fence over here?
What color do you want the side gate coated?**
7. ***Use tie-downs*** *where possible:***Would you agree that should my company or another repair your stucco or wood that it needs to be done soon?***Look into their eye and say,* **Allow me to take care of your efflorescence** *and extend your hand for a shake! After you have talked about the siding option and you have emphasized how siding lasts forever, transition into killing it with costs, that it turns house into a new unusual look for c alifornia, and very expensive about $50k, then apply the best features with what you will be telling them about as “our option,” that has many of the same advantages, but makes the house look absolutely gorgeous.****TIE-DOWN:*****Does this sound like something you’d want to put on your home?**

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**4. SET THE STAGE**

*This is a very important Step. You MUST ALWAYS SET THE STAGE.*

*This is when you switch from being an inspector and consultant . . . to being a closer!*

*Your mind-set changes from an advisor and you head toward actually asking for the order:*

**Folks, I see my job as a 3-fold process. Initially we inspected the home together and told you a bit about myself.**

**Next I will tell you about our company and the benefits of doing business with us including showing you our credentials such as license, insurance and bonding.**

**Then I will show you the materials and its longevity and the extraordinary care we take in installing it on your home.**

**Finally Jack, I will prepare you and Jill a detailed scope of work and give you an investment figure in writing that is good for 6 months.**

***TIE-DOWN:* Does this sound like a plan?**

**When I’m finished with the product demonstration I would like you to answer three questions for me:**

1. **Are we the type of company you see yourself doing business with?**
2. **Is this the type of product you can see on your home?**
3. **Is this the type of investment that makes sense to you?**

**If you answer YES to all questions, then I will show you our seasonal promotions and company incentives . . . and I will ASK FOR YOUR ORDER WHILE I’M HERE TODAY! If not, I’ll pack up and we can shake hands and part friends. *TIE-DOWN:*  Fair enough?** *Shake hands.*

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**5. COMPANY STORY***This step is to differentiate us from the competition and it’s designed to build value: Confidence, Reliability, Trust and Assert Responsibility*

*To close the sale you MUST insure reliability, competence and credibility. Use tie-downs and ask questions:*

1. **Have you heard of contactors taking weeks to complete a job?**
2. **Contractors who show up late? Or not when they say they will?**
3. **Where Contractors show up for a few days then you don’t hear from them for days or weeks? (and in some cases, never hear from them again, leaving you an unfinished job)?**
4. **We have a Performance Bond, which has never been used.**
5. **When we start a job, we do not leave until it is completed 100% and signed off by the customer as complete!**
6. **Umbrella insurance. Most contractors only carry a $250,000 liability insurance. If they sustain more than $250k in liability their customers are underinsured. We have a 1 million.“ “umbrella” insurance policy, so you are never under-insured.**
7. **BBB story. We lost our A-Rating . . . now it’s a AAA+.**
8. **We belong to the League of California Homeowners.**
9. **State contractor’s license.**

**6. PRODUCT DEMONSTRATION**

*Explain to the homeowners the exclusive features and benefits of our products.*

*Price condition and show and explain how other options are inferior.*

*Build value, show excitement and enthusiasm.*

*Use* ***TIE-DOWNS,*** *such as:*

1. **These materials would work well on your home, correct?**
2. **After seeing these materials would you consider an inferior product?**
3. **How would you feel with these materials on your home?**

*Get PARTIES to agree! Look and address each person, look them in the eye with confidence!*

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**7. MEASURE***Try to get this done under 15 minutes.*

*Provide them a video to watch while you’re outside.*

 *In some cases, the homeowner might want to join you to help. Let him or her!*

**8. TODAY PAGE***You must memorize the TODAY PAGE! It must be naturally conveyed to the homeowners.*

*This is where you eliminate all remaining objections and narrow any that come up to the price (there shouldn’t be any if you’ve done your job right).*

*The objective here is to get the homeowners into the habit of saying YES to you and admit they are happy with you, the company, product, warranty and the process we apply coating or install the windows or the roof or solar panels on your home.*

*For each category you must ask an open-ended question and a tie-down question. As follows:*

1. **The Company: Did I explain everything about our Company?***Then respond:* **What two things did you like about the Company?***Then respond with a compliment:* **That’s very good, probably the most important,** *then respond with two features or benefits:* **We have a “no questions asked policy” in customer service and provide same or next day response on almost any issue on your improvement. *Another might be:* We know the people who will be out at your home and we train them to clean up every day, and if any equipment left behind like a compressor, we put it neatly away.**
2. **The Product: Did I explain everything about our Product?***Then respond:* **What two things did you like about the windows?***Then respond with a compliment:* **That’s very good, probably the most important feature are the windows typically allow only 20% of the sun’s radiation into a room keeping it cooler and seriously cutting back on electric bill for the a/c.
Could you see this product on your home?
Would you settle for a lesser product?**
3. **Warranty: Do you like the warranty we offer?
What do you like about it?
Is there anything you’d add to the warranty?
Is this the kind of warranty that would give you peace of mind?**
4. **Representative: And you like me, right? *TIE-DOWN:*** *Laugh out loud!*

NOTES

**9. WORK ORDER REVIEW***i. Scope Of Services*

*ii. Options: Cash or Finance*

**10. PASS PRICE *(for dialogue, see 14. CLOSES)****i. Disarm contract*

*ii. Seasonal promotion*

*iii. Initial visit savings (timeline)*

*iv. COOP marking program*

*v. 911 (commercial pricing)*

*vi. Reduce to ridiculous*

**11. HANDLE OBJECTIONS***Handle objections: Agree – Isolate - Overcome*

*i. 10 - Bid Close*

*ii. Children’s Close*

*iii. Circle Close*

**12. POST CLOSE/RELOAD**

**13. APPENDIX – ACRONYMS**

**C.T.U.N.A. = Control, Trust, Urgency, Need, Affordability**

**F.O.R.M. = Family, Occupation, Recreation, Dreams**

**6 Rules of Measure = Both legs
= Measure Entire Scope
= Find and Alarm
= Kill, kill, kill (use alarms throughout
 presentation)
= Price Condition
= Make a Change**

NOTES

**14. CLOSING DIALOGUES**

**Contents:***i. Seasonal promotion*

*ii. Initial visit savings (timeline)*

*iii. COOP marking program*

*iv. 911 (commercial pricing)*

*v. Reduce to ridiculous*

**iii. COOP MARKETING PROGRAM**

*After disarming AGREEMENT conditions, Seasonal Promotions, and Initial Visit Savings, but customer no*t *ready to move forward*, go to **COOP Marketing** **drop.** *You have packed away all your materials and appear to be leaving.*

*Thinking, pause, then:* **I have an idea and I may or may not be able to help you. Let me explain: We are multi-million dollar per year company. We install about a million dollars worth of windows, roofs, solar systems, exterior coating, hvac systems throughout So. Calif. each month. In the past we used radio, newspapers, direct mail but we found all these print extremely expensive.**

**So now we only do flyers, some telemarketing and our least expensive source, word of mouth.**

**How many times have you watched a really good movie and told your friends about how great it was?** *(Looking at the wife)* **or referred a friend to your beautician?**

**Well, word of mouth really works! This not only has increased our sales but it saves our customers a ton of money on their home improvement projects.**

**So, essentially, 100% of the money we used to spend on TV, radio and print ads we now apply to zip codes near the street fairs, home shows and farmers markets where have a booth or a table, and when we get appointments for home inspections we use some of this money to offset the cost of our clients’ projects.**

**To participate in the program, you have to write us a testimonial about us and how the job went; put up a yard sign, take before and after pictures and provide three or more referrals. However I’m almost positive there are no coop funds in this zip code. However, I’ll try to help you get some.**

**Let me go out to my car and see if I have a COOP Marketing fund request form** *(I want them to feel special, that I do not share this with everyone. Go out to car. Make sure COOP form is beat-up some, in fact be flattening it out as you come into house again).*

**Lucky for us I have a copy here but in this zip code** *(be sure you have it correct)* **92104 there are no funds available** *(be hard, they must believe that).*

**Typically,** **the amount of participation dollars is usually between $1,200 and $1,800 dollars depending on size of job.**

**However, if I am able to get some funds for you would you be willing to take before and after pictures, put up our sign, provide me three referrals, and write a testimonial. Also, would you allow one of our prospective customers to call you to state their experience?**

**Full participation in this $1,200 to $1,800 range. How much would I have to get for you today to move forward** **with this project**.

**From $1,200 to 18 up to how much?**

*(Customer says $5,000).* **Let’s be realistic John, $5k is a huge amount, maybe $3,500 could work, I don’t know, but help me here.** *(Customer agrees to $3,500).*

**So what I’m hearing you say is, $11,500 instead of $15,000 will earn us your business today?**

**Let me see if I can get you $3,500t.** *(Get his/her commitment. Do not mention rates until very end).*

(*Make call to Director of Marketing in San Diego, BUT ONLY IF THEY GIVE A COMITTMENT TO GO AHEAD WITH THE JOB FOR THE FUNDS*).

**Let me call Director of Marketing. Right to top guy at corporate. This a lot of money!**

*(You are on the phone*) **Richard here, I’m filling for Dave, I have a small window job, about 1000 ui, and checking email nothing in 92014. The home I’m in is on a fairly BUSY STREE. The homeowners agreed to put up yard sign, take before and after pictures, in fact, there’s a church nearby where canvassing crews can leave some flyers, also put flyers with all of the homeowners in the immediate area, no apartments here, and customer agrees to provide at least three referrals, we might have $1,200 to $1,800 in the future but they are ready today if I get them about $3,500. Yes, lots of participation, they will work hard for us, no no, not related to me! Oh, I see, hmmm, I’d really like to help these folks out today, please see what you can do.**

*(Marketing Director tells you they have no money in or around the zip code. Then, hang up politely, look at customers and say . . . )*

**We definitely do not have any money in this zip or ones nearby, but Marketing Director says he might be able to close out some other zip codes and transfer to here. He’s going to call me back in a few minutes.**

*(Go to small talk until the phone rings, allow about 2 to 3 minutes. Phone rings . . .)*

**Hi Ron, thanks for getting back me. OK, $1,600 from 92115, closed that zip code, write down ILAW52; and another for $1,100 from code 92016, authorized RIV58, lot of rentals there so money** **available**.

*(Phone line to Marketing Manager is still open)*

**OK, folks I have a total of $3,711 dollars, $211 more than you asked for! So let’s see, our last figure was $15,520, now it’s down to $11,809. Congratulations, welcome aboard,** **will you talk to the Manager?** *Put phone on speaker phone. Marketing Manager will congratulate them and tell them they will get a great job, but just in case here’s my number if any concerns pop during the job ).*

**OK, let’s run your credit and see what we can do on payment terms and rates.**

(If no commitment on COOP Program, go to 911 call . . . )

**iv. 911 – COMMERCIAL PRICING**

*(You are leaving and say)* **Let me go ahead and call this in and I’ll be out of here.** *(Before you dial, say)* **Hope I’ve done a good job, did you like the windows, and you need them right? You like our company? Let me report this disposition to my boss.**

*(You are on the phone to local Manager)* **Hi Bill this is Ian in 92114, the Jones’ aren’t ready to move forward with seasonal promotions today.**

**Yes, I told them about $1,200 to $1,800 COOP program, still not ready today.**

*(On call: the Manager says, Glad you called, conversation goes on or one minute).*

*(Turn to customer holding open phone and say . . . )* **Apparently, the factory has started building us 205 windows on a commercial project we ordered and we find out we only need 181, so its not too late to have 24 made to measure for residential at commercial pricing.**

(Manager on phone asks, How many inches do you have out there?).

**I have 1,200 U.I. OK,** *(pause).* ***OK. Good. Great. Thanks.***

**Well here’s what I’ll do, I need paperwork in today to take advantage of commercial pricing, what would that be on gets calc out, $11,809. Hold on gotta get paperwork in today gathering all facts. We have we have 24 windows we can at commercial.**

**OK, lets go ahead and see what your monthly payment will be. Normally 9.99% we are running promo at 5.99%** *(know rate guides).*

**Folks got to get paperwork to place order today I’ll have 24 windows at commercial price. Let’s e what monthly payment will be. Normally rate at 9.99%.** *(Write commercial pricing on the COOP paperwork. Authorized by RIV58 commercial pricing $11250).*

**OK, your rate is $74 for 20 years. And I’ll drop deposit to $500 and I when you deduct the interest from your taxes you will be saving about $40/month off the monthly payment. Plus, you make no payments until December. But the $74 accrues through then, so about $400 extra on your tax bill.**

**iv. REDUCE TO RIDICULOUS**

*To be continued . . .*

1. **Note:** 12 pt. type are instructions & suggestions for dealing with customers; 16 pt. bold type best memorized - as conversation baselines. [↑](#footnote-ref-1)