

CO-OP MARKETING PROGRAM

After disarming AGREEMENT conditions, Seasonal Promotions, and Initial Visit Savings, but customer not 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 COMMITMENT 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 . . .)

Below working on it . . .

911 CALL

(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, we just ordered 205 windows and they find out we only need 180, that can flip 25 panels to residential at commercial pricing.**

I only need our list less than \$11,500, we're running some promotional rates at 24560 and promos down to \$16k, so at \$16k

Well here's what I'll do paperwork today to take advantage of commercial pricing, what would that be on gets calc out, \$11025. Folks got get paperwork to place order today 205 I'll have 20 windows at commercial price. Let's see what monthly payment will be. Normally rate at 5.29% Write commercial pricing on the COPP paperwork. RIV58 commercial pricing \$11250. Figure rate out \$74 for 20 years I'm gonna wave \$1000, f