

When you use the words “you” and “your,” you are talking with homeowners about them. That’s a game changer. Explain your company, processes, procedures, methods, and experience through their eyes so they can imagine it happening.

market which their product can accommodate by price, quality, distribution, and similar factors.

Next, examine what happens when fewer people plan to undertake remodeling. Remodelers, unable to maintain their original market position, downsize, adjust prices, or undergo similar machinations to try and maintain market penetration and revenue retention.

### How successful companies utilize make marketing

The “make marketer” finds ways to stimulate prospects by offering them an opportunity to look, preview, see a demonstration, get free inspections, and other similar tactics. Here, a methodology is employed to take prospects (those who can use the product or service) from “no” to “maybe” to a “yes” answer.

The exhortation to participate in any of the latter utilizes almost every conceivable manner of communication, some a lot more effective than others, while some are complicated to understand. All require the development of structured programming and presentation skills unlike that of take marketing.

Here are some of the methods used by successful “make marketing” remodeling and home improvement companies:

- Exhibits at shows and events
- S.F.I. (Sell, Furnish, Install) programs utilized by wise marketers such as Home Depot, Sears, or Sam’s Club
- Innovative Internet marketing
- Effective call centers to utilize unsold or undistributed leads
- Sales reps soliciting around installed jobs
- Properly executed canvassing

All of these techniques require thoughtful preparation, supervised execution, and budgetary controls. When utilized properly, they are the benchmarks of make marketing.

Abundant case history supports this concept: It is the make marketer who thrives in a changing economy and effectively introduces new products to the marketplace.

### Learn from those who thrive in good times and bad

Are you tired of waiting for the phone to ring from the prospect who promised to call back but hasn’t? Are you tired of reading your email wondering if the prospect is ever going to respond and give you the go-ahead? Are you tired of waiting only to find out the job went to someone else or the prospect has decided to wait until next year? If you said “yes” to any of these questions, then it’s time to put some power into your presentation and selling skills.

### The inspection and needs assessment

Spend more time looking the job over, measuring, taking pictures, and asking questions of prospects. Make it clear you are there for them. Make sure homeowners feel they are the most important people in the world at the moment and your only goal is to understand them and help them get exactly what they want from their remodeling project.

### Your company story

Your company story presentation is highly misunderstood. You want to tell them how great you are, but you want to do it in a way that makes the presentation about the prospect. Switch from first-person to second-person language.

Here is a poor example: “My guys always arrive first thing in the morning and work all day. We never leave mid-day to go to another job. My crew always cleans up at the end of the day.”

A good example is: “You will enjoy seeing the team show up bright and early every morning. You’ll come to love the fact that once your job is underway, the crew is on site all day every day until your project is completed. You will be pleasantly surprised how we clean up at the end of every day. You’ll see our 18 years of experience unfold before your very eyes as we meticulously complete your project.”