

Your presentation must stand out head-and-shoulders above the prospect's expectations.

### Obtain a trust commitment

After your company presentation, ask a brutally honest question: "Mr./Mrs. Jones, would you feel 100 percent confident trusting your home with XYZ Remodeling?"

### Discussing the project vision, building the dream

It's been said the vast majority of the decision is not based on all the facts, data, and figures, but it is based primarily on what the prospect believes and envisions happening in the future. Take them into the future as if they are already living with their completed project as you design, discuss, and dream together about how great it's going to be. Get them to imagine (not think about) each part of the process coming together as the project gets better and better all the way to completion. Allow them to become excited about how you can deliver this amazing experience beyond simply building their project.

### The final design and preliminary agreement

In most cases, you will need to return after additional preparation is completed to present the full scope of work, deliver the price, **and** ask for the order. At the conclusion of the initial meeting, you must obtain a preliminary agreement in regard to your next meeting.

The power question comes next: "Folks when we get back together, if I am able to provide you with everything you want, just the way you want it, as well as work within your budget, could you think of any reason we wouldn't be able to go ahead and get your project underway when we meet next?"

Get the commitment that if you meet all of their criteria, they can and will move forward with you at your next appointment.

### Return visit for price delivery, consummate the sale

At this point all of your paperwork should be well documented and prepared for a signature. You will review in great detail everything you are going to provide. Don't leave the little things out. Your competition is going to provide the basics. Your presentation must stand out head-and-shoulders above their expectations.

Once completed, you will deliver the price by saying: "Mr. and Mrs. Jones, we can deliver all the customized work listed on the agreement for only \$XXX (**do not pause**). Now, there are two convenient ways all of our customers do business with our company. The first is our three-pay cash plan where you make a deposit with the order of one-third, or in your case \$XXX. At the point when we start the project and get underway, you would provide an additional payment of one-third, and then at completion you would pay the final one-third. Now, the second way some of our customers like to do business is by utilizing some of our financing options. In this case you would make a deposit of 10-to-20 percent or whatever is workable, and then we would arrange a comfortable monthly investment through one of our special financing programs. So what would be the easiest way for you folks to get your project started? The three-pay cash plan, or with one of our financing options?"

By offering them an alternative option question, you are not forcing them to say "OK" or "yes." Once they answer you with the way they want to buy, you have made the sale. Now you have to wrap it up.

For example, if they say: "Well we have our money in order, we would use the three-pay cash plan."

You simply stand up, stick out your hand, and say: "Great, welcome to the XYZ Remodeling family of customers! I simply need your authorization right here and we are all set."

Hold out your pen, put it in their hand, and **ASSUME THE ORDER.**

I assure you nothing suggested herein is heavy-handed or high pressure—the most successful companies use these methods—**you can also. PR**



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