



Welcome to the webinar!

(Don't worry if you can't hear us yet
- we'll be muted till 9.20am)

Grab yourself a piece of paper, a pen and a coffee or
tea and we'll be getting started bang on **9.30am**

Tony



How To Own The Sales Meeting Like A **BOSS!**



James & Tania



Damian



Calvin

Client Wins!!!



Brendan & Paula



Russ & Elaine



Emma & Duncan

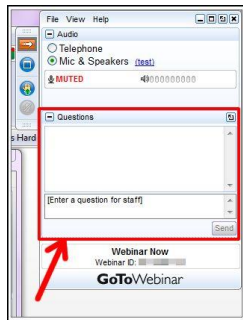




What's Coming Up?



Ask Questions...







Getting the Sales Process Sorted is Critical to Moving up the Million Dollar Plumber Ladder...

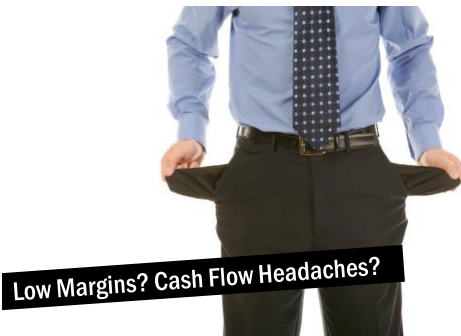






















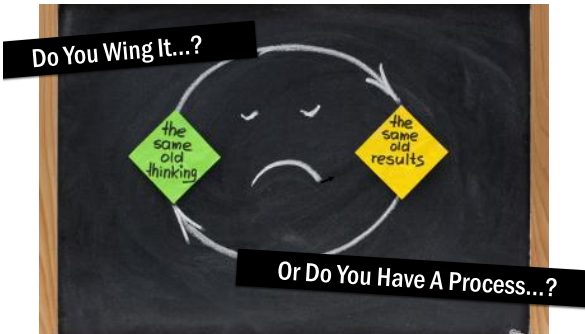
- Margins up by 33%
- Operations Manager
- Onsite Systems
- 2 Weeks Off With New Child
- From 70 Hours To 40 Hours

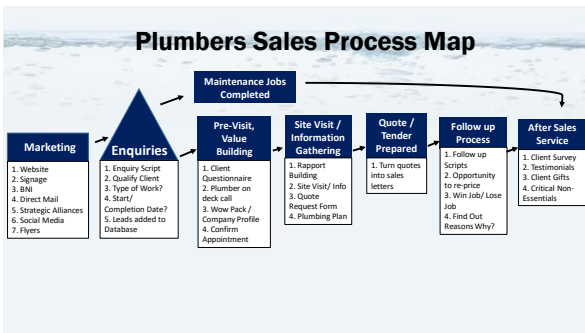


- Margins Up 28% - 38%
- Extra \$151k Gross Profit
- Operations Manager
- New Van
- New House

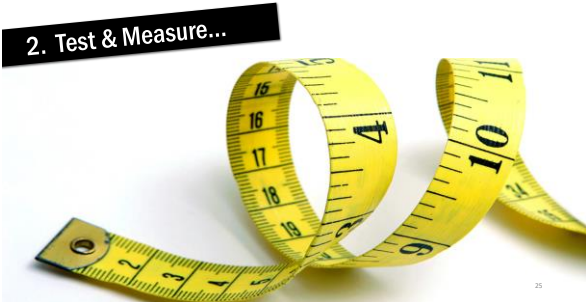








2. Test & Measure...



Monthly KPI Report Sheet for _____ Complete names for month ended _____

KEY PERFORMANCE INDICATORS...

Feel free to add additional KPI's of your trade to:



KPI	Budget	Actual
Sales		

Conversion Rates...

New Leads (Quoted)		
Number of Jobs		
Number of Leads		

Gross Profit Margins...

Estimated Total Company Profit		
Company Sales		
Accounts Receivable (On plan to date)		



Time Spent Quoting...

Please include any notes required to explain your KPI's.

3. Sales Is Easy When Marketing Does The Heavy Lifting...



Marketing 10 x 10...

10	Strategic Alliances
	Customer Farming Strategy
8	Print Media – Local Newspaper and School
7	Yellow Pages
6	Tender Lists
5	Customer Database / Newsletter
4	Direct Mail – Niche Markets
3	Vehicle and Site Signage
2	Ad Words / On-Line Marketing
1	Website





Dave and Dianne

"I can thoroughly recommend LA Hughes. From start to finish the service was excellent: good, honest and prompt communications, skilled and professional workmanship, quality teamwork, and very pleasant people to deal with. I always have high expectations when having jobs done, and LA Hughes lived up to the standards I expect! Thank you Luke and team, I am a very happy customer!"

- Sue C

"Luke was lovely and really helpful. Great communication. Thanks appreciate it heaps!"

- Helen M

"A big thumbs up to the work Luke did, we were really happy with the job he did!"

- Kim R



Testimonials...

Look The Part...



Website...



Business Cards...



Vehicles...



Uniforms...



Signage...

Personal Presentation....



4. Eliminate Objections...



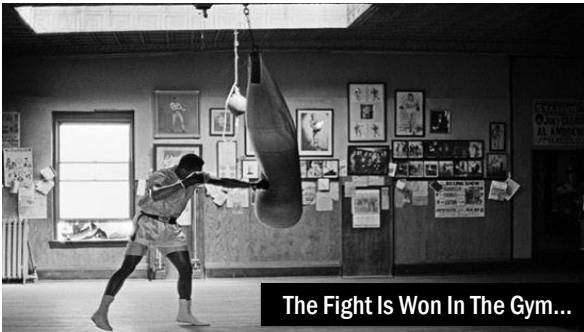


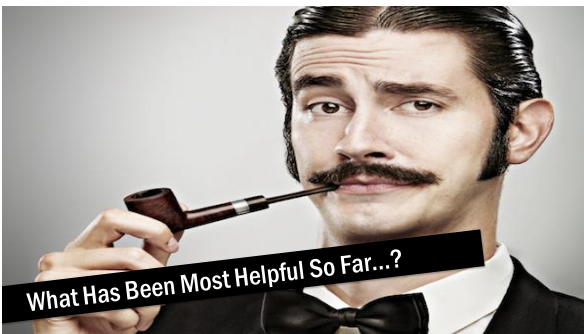


CANI Is...

- C** onstant
- A** nd
- N** ever Ending
- I** mprovement









Sales Script

Report	Agenda (Take control)	Conclusion (Why now & why not?)
<ul style="list-style-type: none"> How do I... from XYZ Plumbing, now we can't (the client) How do I... (the client) Business Card Build Rapport with small talk - weather, sports, news, photos etc. Check Decision Makers 	<p>1. Result - what are you wanting to achieve - the outcome?</p> <p>2. Ready - what is the situation now?</p> <p>3. Read Blocks - anything stopping you getting started?</p> <p>4. How can we help?</p> <p>5. The next steps from here...</p>	<ul style="list-style-type: none"> Why is now a good time to look at this? What made you call us?
<p>1. How will your home/property/business look when it's finished?</p> <p>2. How will it help you?</p> <p>3. How will it help your family?</p> <p>4. I have questions (ask them)</p> <p>5. Why did you choose that one?</p> <p>6. Is this important to you and your family?</p> <p>7. How would the improvements affect the way you live?</p>	<p>1. What are you not happy with now?</p> <p>2. How is this affecting you/business/property/ bank accounts etc.?</p> <p>3. Walk through the house/site & inspect/measure up</p>	<p>So what are the things that are slowing you down from getting you what you want?</p> <ol style="list-style-type: none"> Finance Time Concerns Options <p>5. What is the budget? Low or Medium? Making sense? Comfortable or not? Does client realize (give suggestions & options) Temperature Check</p>
<p>What day is best for you to have the work done?</p> <p>Before and After pictures</p> <p>Company Values</p> <p>Guarantees</p>	<p>Question Loop Completion? Allow client to show you</p> <p>Conclusion - sounds like the big problems to solve are... (3 question loop)</p> <p>Conclusion - you need... (ask through the solutions)</p> <ol style="list-style-type: none"> Reschedule budget Reschedule on conditions Give immediate/quote on-site if possible <p>Conclusion, We help... with... Add your company benefits for them (3 Question loop)</p>	<p>Major Price</p> <p>The cost traps are...</p> <ol style="list-style-type: none"> Block is not appropriate Show up Plans/Comments Put it on together and get that back to you by... <p>Ok, great to meet you - if you have any questions please give me a call on... I look forward to helping you & getting your project sorted for you (see you then)</p>

The Script...

1. Build Rapport...





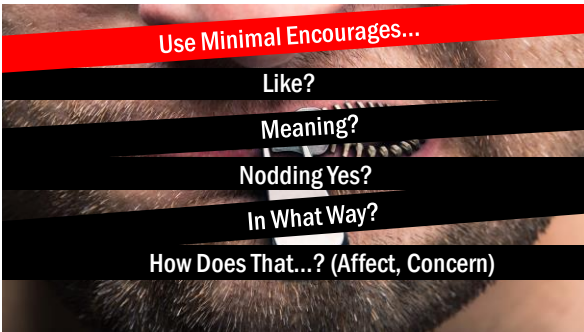
2. Agenda (Take Control) ...

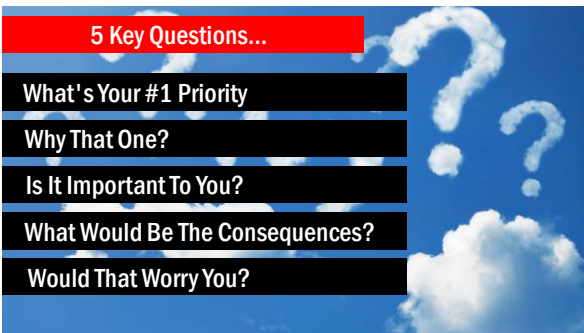












5. Reality... (The Pain)



Quote Request Form

Customer Phone#

Address Job #

Phone number Date

(The highlighted gray sections must be completed for every job.)

Hot water cylinders

Description of plumbing work to be done

What type is the existing WHC? LF MP

What will the new cylinder be? LF MP

Model

Make

Dimensions

What new cylinder will it replace?

• MP cylinder	Yes/No	BS1251/2075H
• Pressure relief valve	Yes/No	1.5 7.4
• Pressure limiting valve	Yes/No	NZS436
• 1 bar valve	Yes/No	NZS436
• Low pressure bypass valve	Yes/No	1.5 7.4
• Cold water expansion valve	Yes/No	NZS436
• Hot water drain	Yes/No	BS1251/2075H
• Hot water drain	Yes/No	BS1251/2075H
• Hot water drain	Yes/No	BS1251/2075H

Will it require new pipe work? Yes/No

Will it require automatic venting? Yes/No

Will it require new pipe work? Yes/No

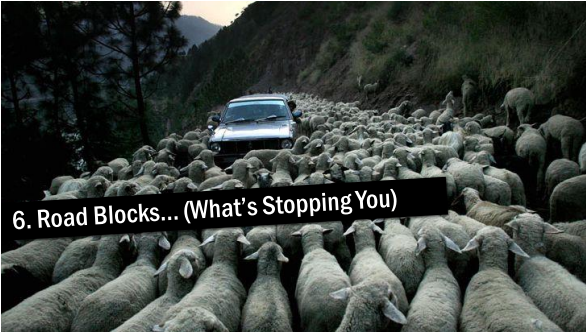
Do they want us to take away the old cylinder and tank? Yes/No

Do we require an electrician to connect the water? Yes/No

Do you have them out of your local piping WHC brochures? Yes/No

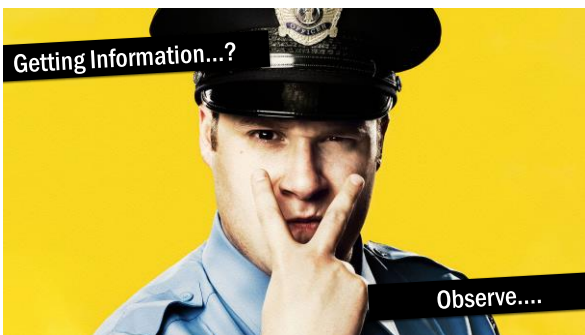
Quote Request Form...

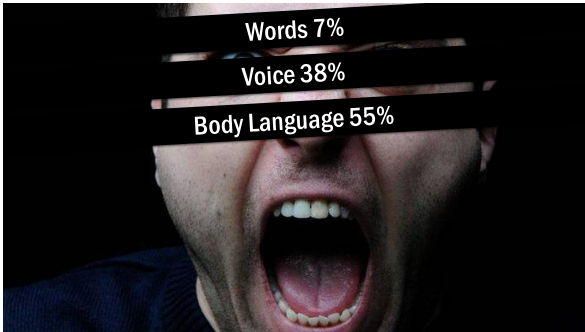
6. Road Blocks... (What's Stopping You)



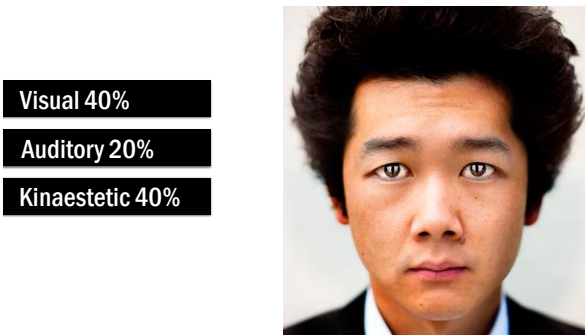
































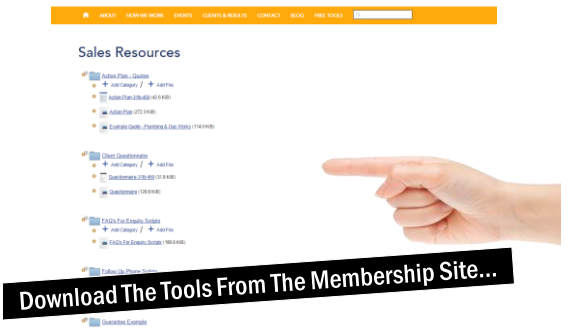
Turnover Doubled

Bigger Jobs

Less Tyre Kickers

Margins Up





Download The Tools From The Membership Site...



Flick it Through To The Team...



Questions?



Thanks!
