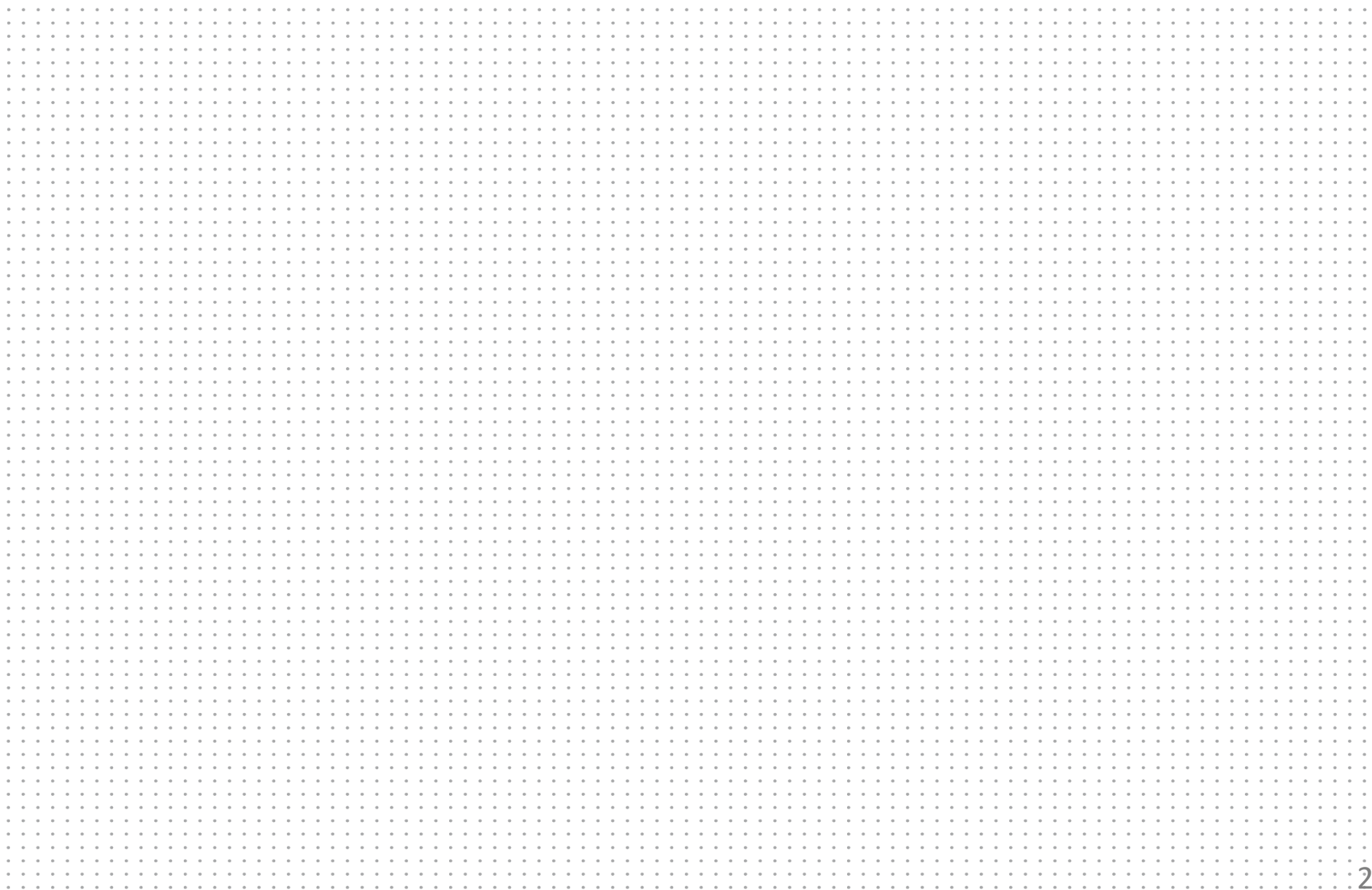


The Persuasive Quote

With Tony Fraser-Jones



5 Key Principles...



1. Test It...



2. Become A Pro...



3. Open Loops...

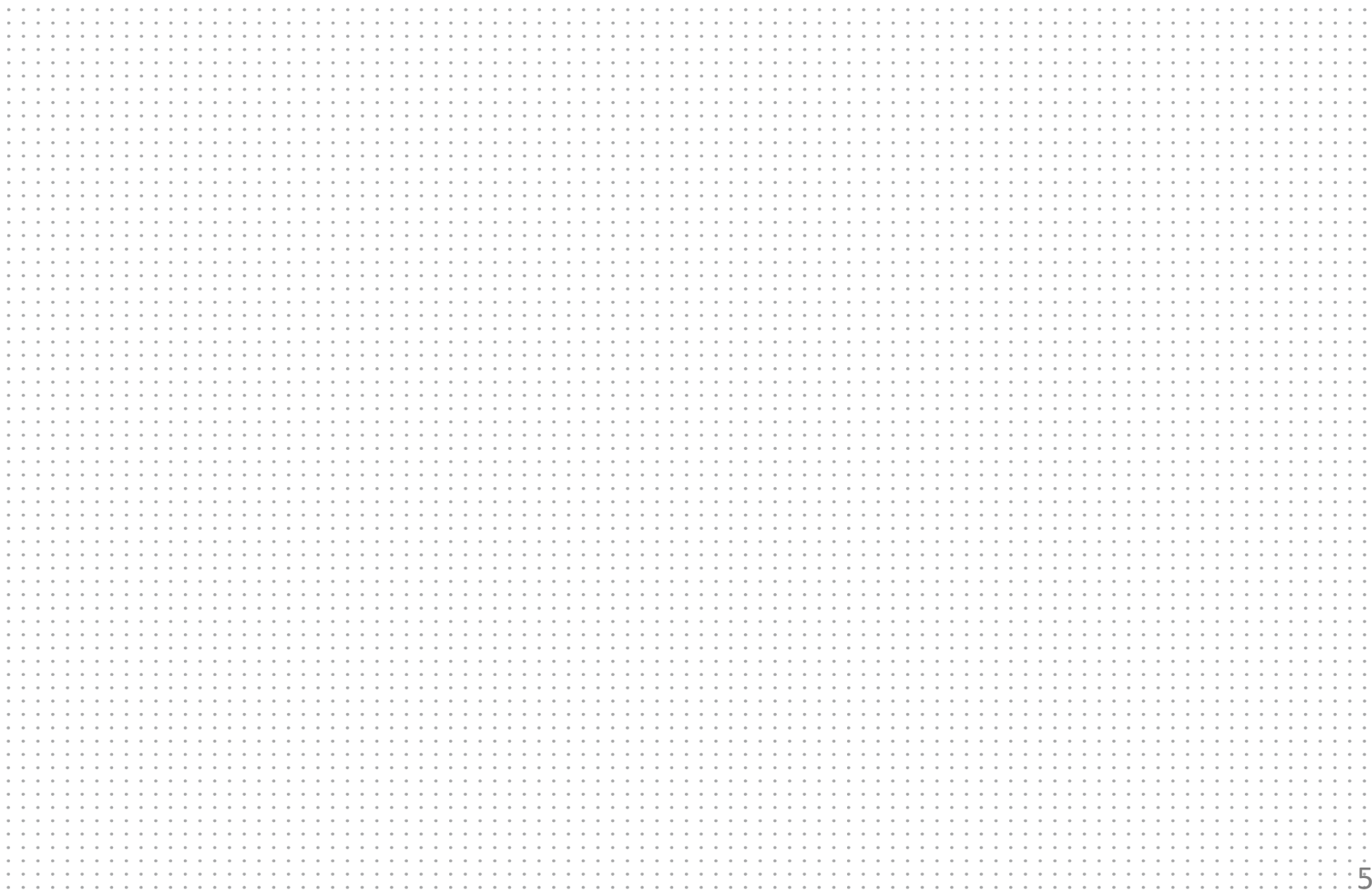


4. Spell It Out...

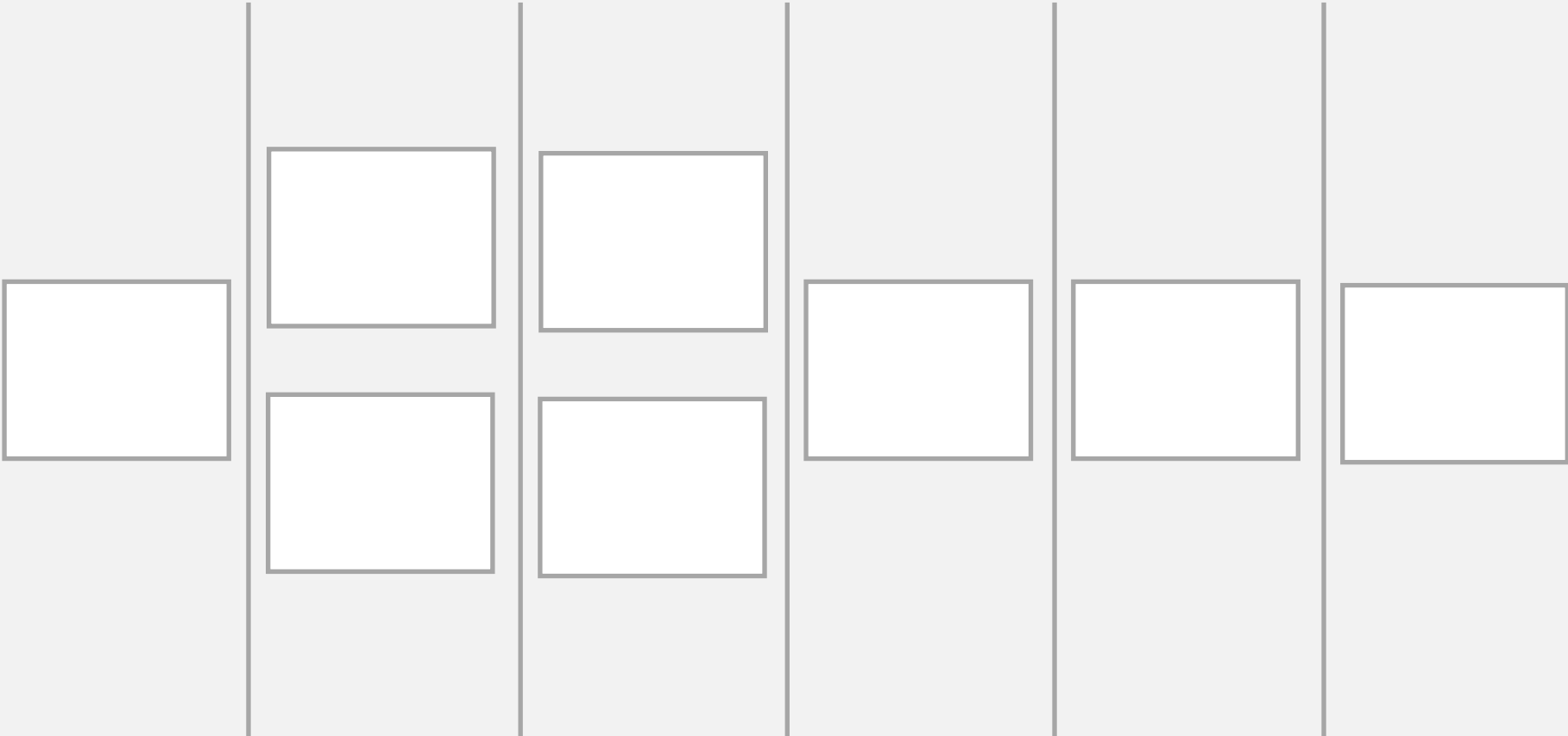


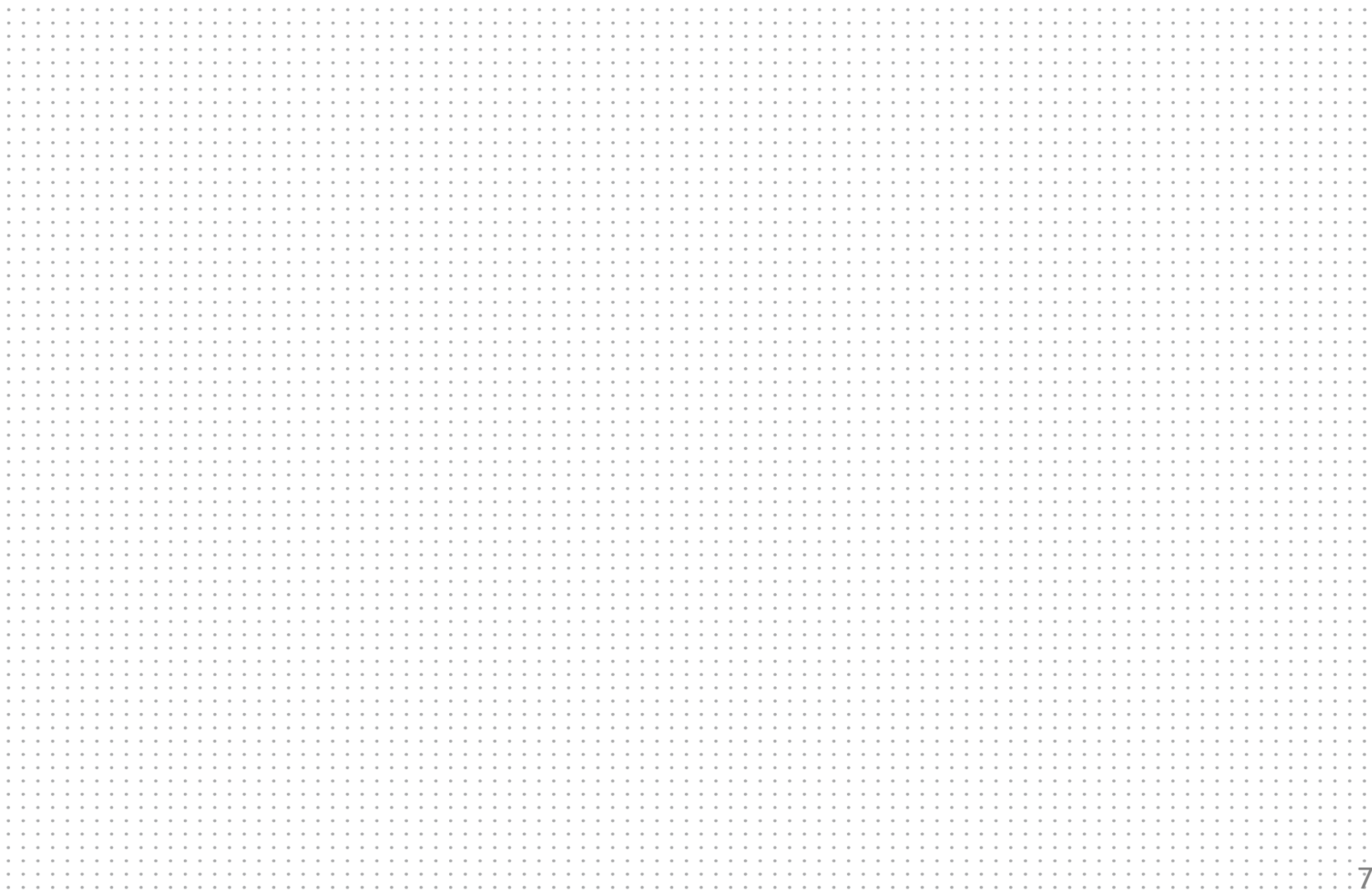
5. Build Your Process

A large rectangular area with a light gray background and a grid of small, dark dots, resembling graph paper or a dot grid. This area is intended for notes or additional content.

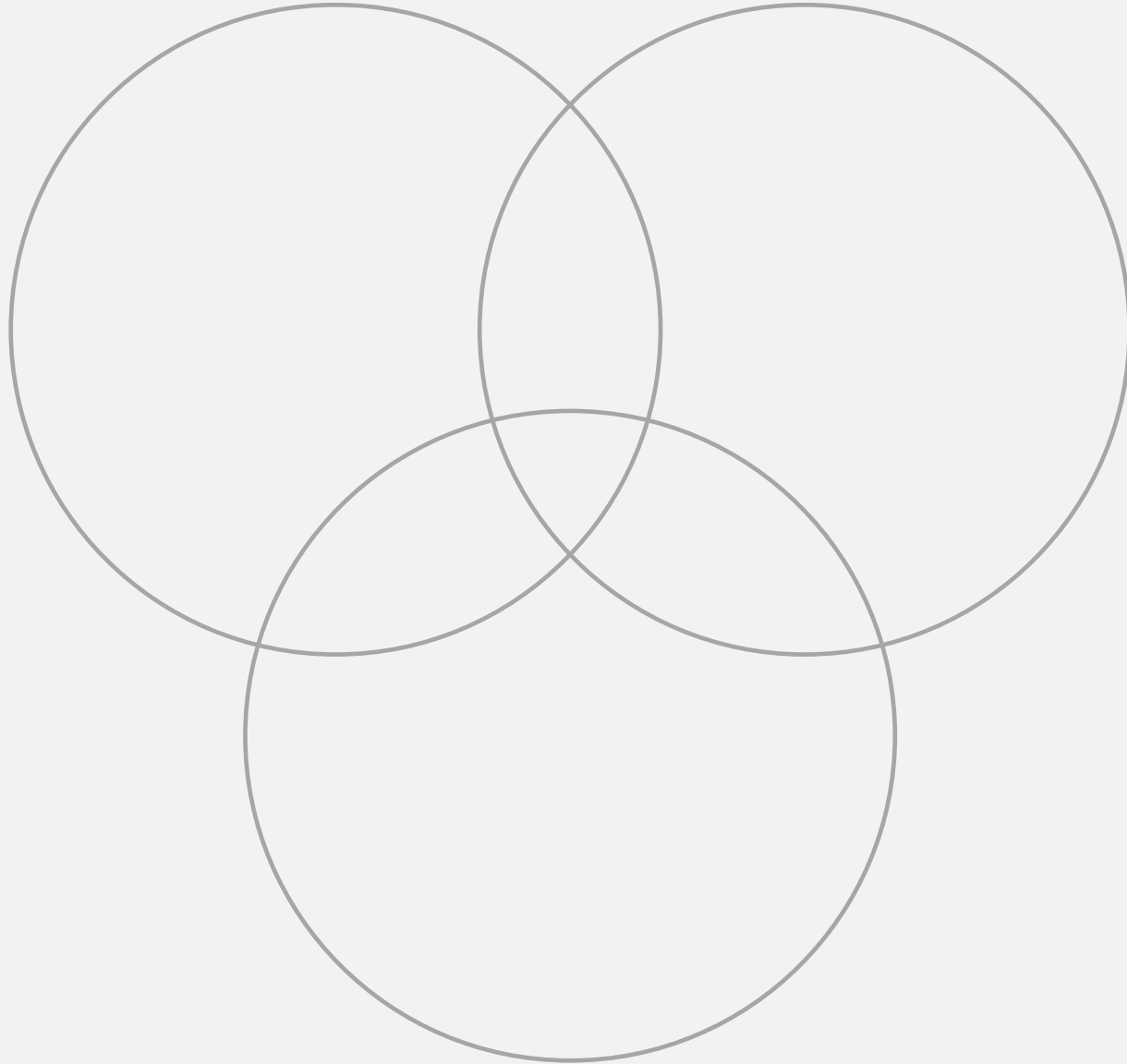


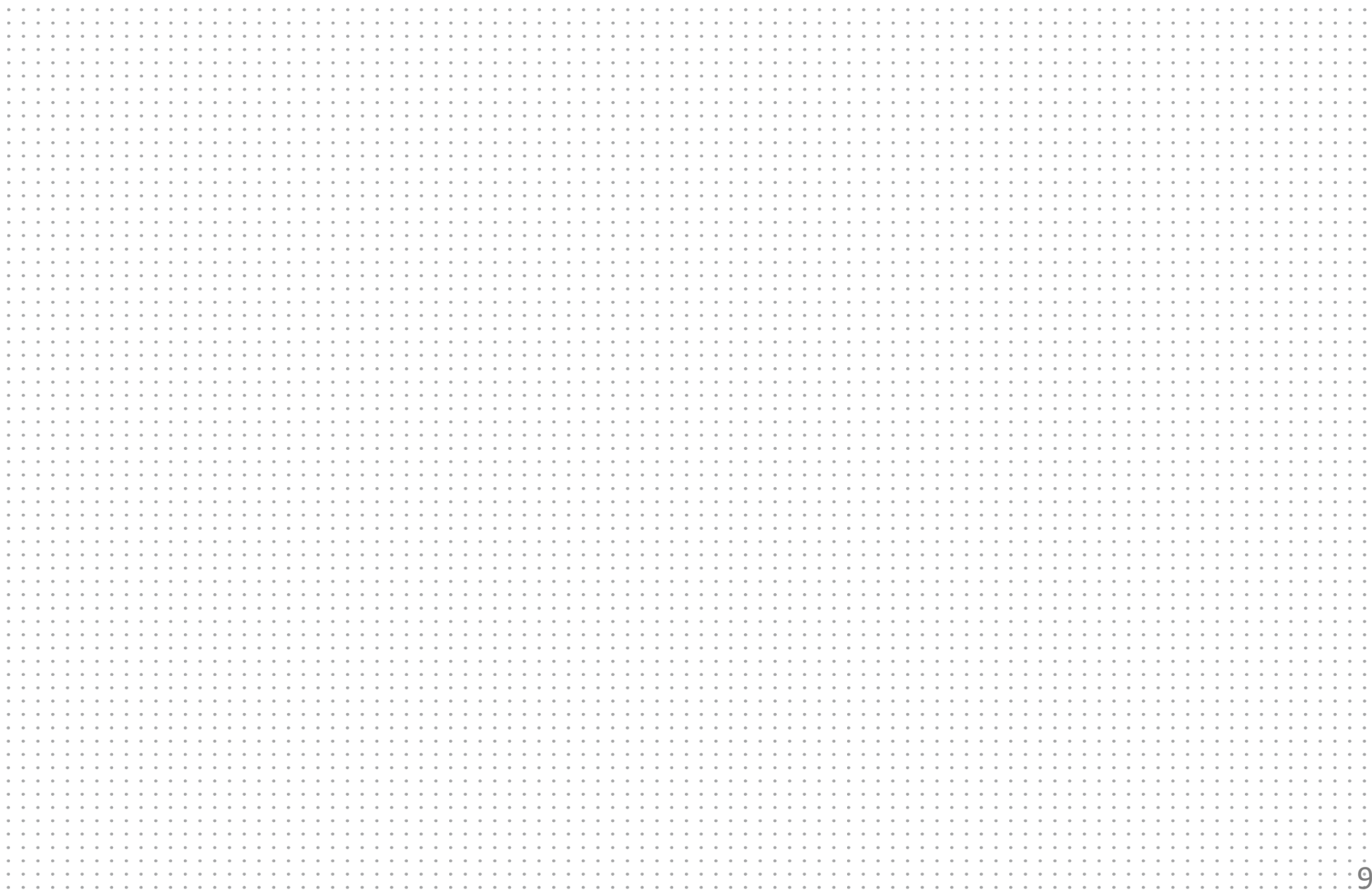
The Sales Process





The Value Circles





Quotation Date:

Dear [name],

Have you noticed that other (Trade) companies tend to just do a 'quote' —that is they give you a price, and that's all... as if price is the only thing worth considering when planning your job.

If all jobs and (Trade) companies were the same, that'd be true.

In reality, there are massive differences — things that matter — like **quality of materials, project management experience, the reputation of the company, how much planning will be required, help with the council, organising plans, choosing the right materials and critically, how many years will the work last you.**

Not to mention the important differences between (Trade) companies. Things like the skills and experience their team, will they deliver exactly the features they say they will, whether they offer a guarantee, how they manage the other contractors, will they stick to the budget and timelines promised, are they a Master Plumber/Electrician, and can they give you unbiased professional advice to get the best result for you.

That's why we have included some additional information to give you everything you need to make a great decision.

Think seriously about what you want from your Tradie company. Whilst “what's the price?” is an important question, here are a few others worth asking.

1. Will your (Trade) promise that every aspect of their work will represent quality workmanship and offer to fix any problems within 48 hours at no charge?
2. Do they run all their projects through an **87-point Quality Assurance Checklist**?
3. Do they inspect all their projects to ensure they are safe, legal and conform to (country / state) regulations?
4. Will they offer a **7-point extensive guarantee**?
5. Do they have a comprehensive health and safety policy?
6. Do they provide regular **communication** keeping you updated with how your project is progressing (or do they communicate in advance about when your job will be completed)?
7. Does your (trade) belong to the (Industry Association e.g. Master Plumbers)
8. Will they give you a firm start/completion time and be **honest** about their progress?
9. Can your (Trade) company offer **(49) references from delighted past customers**?
10. Does their point-man have over **32 years of experience** in the (Plumbing) industry ensuring you get the best advice available?

Of course, I wouldn't draw this to your attention if (your company name) didn't fulfil all of the above criteria (and much more).

I've included the following so you can see how we have all the bases covered:

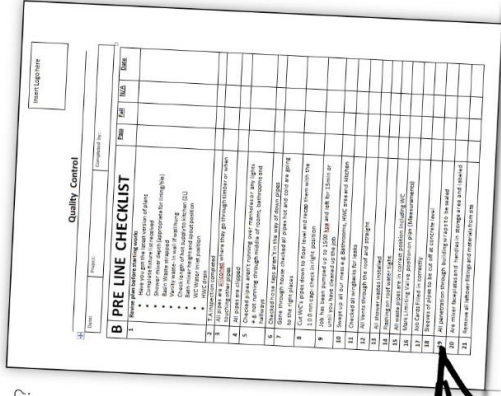
- ... Our price and specifications for your job.
- ... Our unbeatable 7-point 'no hidden surprises' guarantee which is over and above the (industry association guarantee e.g. Master Plumbers)
- ... Testimonials from our satisfied clients. **(see the back page)**
- ... An example of the Quality Assurance Checklists we use to ensure your job is done right.

So if you are convinced and think (like so many of our satisfied customers) that we are the right (Trade) Company for your project, (insert Call to Action e.g. click accept quote) or want to discuss in further detail then call me, today on XXX-XXXX-XX.

Best Regards

John Smith
Director
XYZ Plumbing

XYZ Plumbing
Logo here



Insert Price and Specs here

JASON BROWN PLUMBING & GAS

7 Point Satisfaction Guarantee

1. SUPERIOR WORKMANSHIP

We guarantee our workmanship for 24 months and you can have peace of mind that our work will always be of the highest standard. We will fix ANY problem that arises due to our work free of charge because we stand by our work.

5. QUALITY PRODUCTS & MATERIALS

We work with quality materials and brands (all covered with warranties) from reputable suppliers so you have peace of mind in knowing that we'll get it fixed right the first time. We guarantee to only install fittings into your home that we know will stand the test of time.

2. KEPT IN THE LOOP GUARANTEE

We understand that sometimes plans change mid-project and we are 100% committed to great communication and providing solutions rather than excuses. You will be kept informed about any problems, issues or unforeseen circumstances that arise during the work.

6. SAFE & TIDY GUARANTEE

Our team are presentable and our vans are clean, tidy and in an orderly state so that we can find what we are looking for immediately to save time. We guarantee to be conscious of your home environment and we will leave your place secure, tidy and safe. If you're unhappy in any way with the condition of your place we will remedy the problem that day - guaranteed.

3. ON TIME EVERY TIME GUARANTEE

With Jason Brown Plumbing you can be sure we will turn up to your job on time. With multiple vans in operation and a strong administration team you will always get a fast & reliable response.

7. HONEST & TRUSTWORTHY STAFF

We have honest and trustworthy staff and guarantee that you will find them considerate and conscientious when working in your home. We hire only 1 out of 20 Plumbers that apply to work with us, so you know that only the best plumbers and gas fitters are working on your project. All our employees follow a strict 1.1-point hiring process which includes a full police check.

4. OUTSTANDING ADMINISTRATION

All your costing and invoice details will be delivered in a timely manner so you can keep track of the budget and avoid any surprises. All our vehicles include a G.P.S. so invoicing is extremely accurate and any queries are dealt with promptly. Plus our cutting edge job management system allows us to record your onsite assets so we come prepared to your site ... unlike other Plumbers who cost you more through extra trips to pick up parts.

"We're confident that you'll be completely satisfied with the service that we provide at Jason Brown, in fact, we guarantee it!"



Jason Brown
Owner, Certifying Plumber



Check out what other happy clients have said about working with us...

Tas recommends Profitable Tradie.

I couldn't recommend Profitable Tradie Higher. Tony and the team have been our saving grace. Our business has never been so organized and profitable. We have board and see how it can change your business, you can thank me later.

Start a private conversation with Tas Dutton in Messenger.

Profitable Tradie

Message

1 Comment

Kristina recommends Profitable Tradie.

We highly recommend Tony and his team. We now have clear direction, clear strategies, more profit and definitely more time. If you follow their program in one year you will notice a huge difference to how you conduct your business.

Start a private conversation with Kristina Crane in Messenger.

Profitable Tradie

Message

1 Comment

Vanessa recommends Profitable Tradie.

Highly recommend! The PT program has been instrumental in helping us to gain control of our business. We have loved working with the PT team, they have a wealth of knowledge and the support they provide is invaluable.

Tony Fraser-Jones

Like

Comment

Share

1 Comment

Luke recommends Profitable Tradie.

I highly recommend Profitable Tradie. They have been great for our business and have helped us grow and achieve some awesome stuff. Their eager team are always willing to help and push you to be your best.

Tony Fraser-Jones

Like

Comment

Share

1 Comment

Jared recommends Profitable Tradie.

September 25

Tony and the teams help is extremely valuable! Highly recommended and well worth the investment!

Profitable Tradie

Like

Comment

Share

1 Comment

Sonia recommends Profitable Tradie.

Awesome team to deal with. They have their fingers on the pulse and provide really useful, relevant help and a few laughs. Highly highly recommend them.

Nick Honiss, Tony Fraser-Jones and Jo Taylor

Like

Comment

Share

1 Comment

David recommends Profitable Tradie.

Incredibly helpful and seriously know what they are talking about. The results speak for themselves. Thank you Tony and the PT Team!

You and Profitable Tradie Crew

Like

Comment

Share

1 Comment

Amelia recommends Profitable Tradie.

Awesome team of people and being a member the knowledge that is shared is worth its weight in gold. We could not be happier that we made the decision to become part of the team to push our business forward

Tony Fraser-Jones

Like

Comment

Share

Message

1 Comment

Ollie recommends Profitable Tradie.

I couldn't recommend the PT team enough. Our business had been on a treadmill doing the same old thing for years & years. Since joining PT we have learnt a tonne, made real profit and have clear plans in place to grow and push our business forward!

Start a private conversation with Ollie Pengelly in Messenger.

Tony Fraser-Jones

Message

1 Comment

Marc recommends Profitable Tradie.

Highly recommend these guys. We were struggling with our new drainage business when we joined nearly 2 years ago. Started seeing results very quickly. Now we are building on those early results and being in business is fun. I feel like we have an advantage over lots of other businesses just from learning a few key game changing habits. Also a great network with plenty of advice and support from other clients.

10/10

Start a private conversation with Marc Taylor in Messenger.

Profitable Tradie

Message

1 Comment

Mark recommends Profitable Tradie.

I couldn't recommend Tony and his team at Profitable tradie highly enough, they have changed our business and how we do things and how we think. We would still be knocking our heads against the wall trying to work out why we have no money or time to do the things we new we needed to.

Tony Fraser-Jones

Like

Comment

Share

1 Comment

Cam recommends Profitable Tradie.

I highly recommend Profitable Tradie to anyone looking to grow their business to the next level. I have done numerous coaching programmes in the past but nothing business have been huge. Can't wait to see what the future holds!

Profitable Tradie

Like

Comment

Share

1 Comment

Kirstie recommends Profitable Tradie.

Wow what progress we have made since joining! Highly recommended you won't regret the amazing coaching, support and advice you're given!

Profitable Tradie Crew and Tony Fraser-Jones

Like

Comment

Share

1 Comment

Rod recommends Profitable Tradie.

Best decision this business EVER made!!! Highly recommend to all Trade businesses! Superb coaching and epic exciting stuff all the time!

You and Profitable Tradie Crew

Like

Comment

Share

1 Comment

