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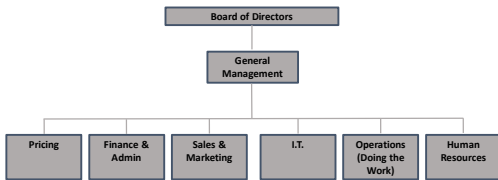
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Getting the right sales process is critical for moving up the stages of the Million Dollar Plumber Ladder ...




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Converting Leads is all about Sales...




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# The Problem

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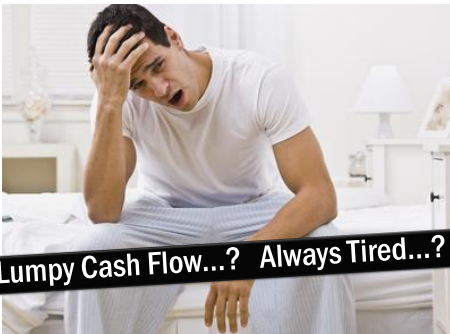
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# The Opportunity

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Why do people stay where they are...?

**F**alse

**E**xpectations

**A**ppearing

**R**eal



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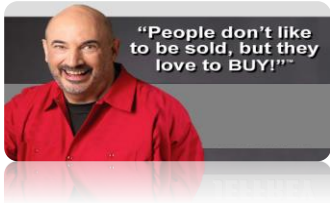
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Jeffrey Gitomer - The Meaning Of Sales...



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Selling by Definition...



Professionally Helping Other People to Buy...

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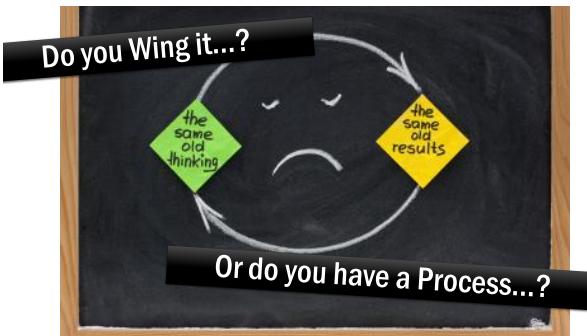
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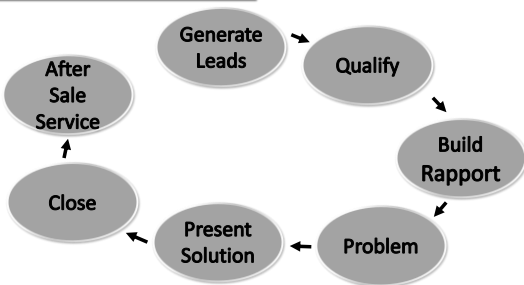
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Steps in the Sale...



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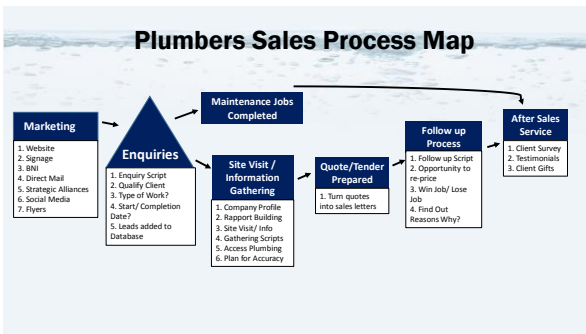
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**KEY PERFORMANCE INDICATORS...**

**CONVERSION RATES...** 

**GROSS PROFIT MARGINS...** 

**TIME SPENT QUOTING...** 

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**4. Sales vs Marketing...**



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**Marketing is getting people to raise their hand...**



**Sales is getting them to say yes...**

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Sales is easy when Marketing  
does the heavy lifting...



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Unique Selling Proposition...



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Video Success Stories



Scott & Kathy



John



Ray & Trish



June



"It was a pleasure to have such positive and willing people around me, that always did what they said they would do. I never had to worry and if I needed advice you always had the contacts and the knowledge..."

**Marlene, Ohaupo**  
 Marlene (110288)



"Peter Brooky of Excelsior Developments Ltd built our house for us and we are thrilled with the result. He is very good to work with and has a very good eye for detail..."

**Ray and Trish, Hamilton**  
 Ray and Trish (7748)

**Testimonials....**

"Peter,  
 Thank you so much for building our house for us.  
 Your professionalism is a credit to you. Thank you for being there for us. Just a little something to say thank you for all your extra help,  
 ..."

"I contacted Excelsior to build my own family home and as an architect I was rapt with the teams genuine interest in the build and patience with this very particular designer. Peter works in a very collaborative manner, ensuring expectations are clear from the start..."

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**LOOK THE PART...**

- WEBSITE...**
- BUSINESS CARDS...**
- VEHICLES...**
- UNIFORMS....**
- SIGNAGE...**
- PERSONAL PRESENTATION....**

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<b>Marketing 10 x 10...</b>		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

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CANI is...

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



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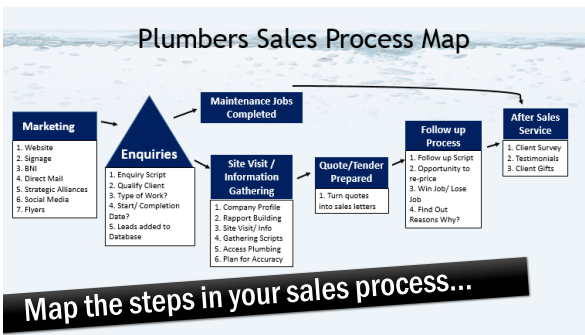
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Map the steps in your sales process...

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Large Jobs...




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Large Jobs...




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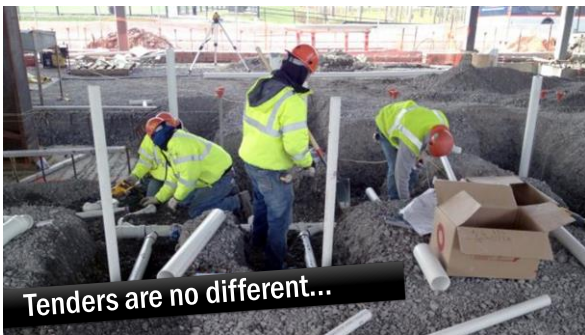
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**The Quote...**

- DON'T JUST PUT THE PRICE...** 
- BENEFITS...** 
- TESTIMONIALS...** 
- GUARANTEES...** 
- USP...** 
- DELIVER IN PERSON...** 

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**The follow up...**

- MANY PROSPECTS CAN BE TURNED AROUND...** 
- FOLLOW UP WHEN QUOTES ARE SENT...** 
- FOLLOW UP REGULARLY UNTIL YES OR NO...** 
- USE A SCRIPT...** 
- THE KEY QUESTION...** 

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# 1. Measure conversion rates...



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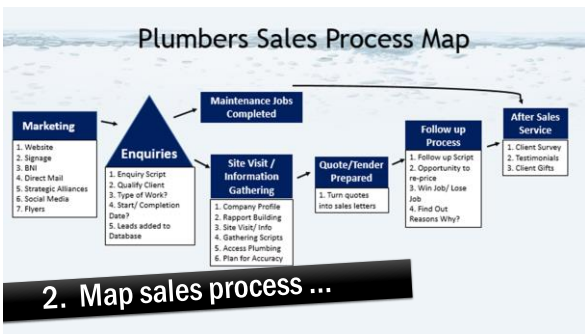
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# 2. Map sales process ...

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# 3. Build each part of the sales process

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4. Flick it through to the Team...

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Downloads to Help you...

- Action Plan - Quotes
- Client Questionnaire
- FAQ's for Enquiry Script
- Follow up Phone Script
- Information Pack
- Phone Script for Enquiries
- Plumber on Deck Script
- Plumber Sales Process
- Test & Measure templates
- Visual Sales Presentation
- Sales Meeting Script

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Questions & Answers...  
What did you learn? What is going to change?

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