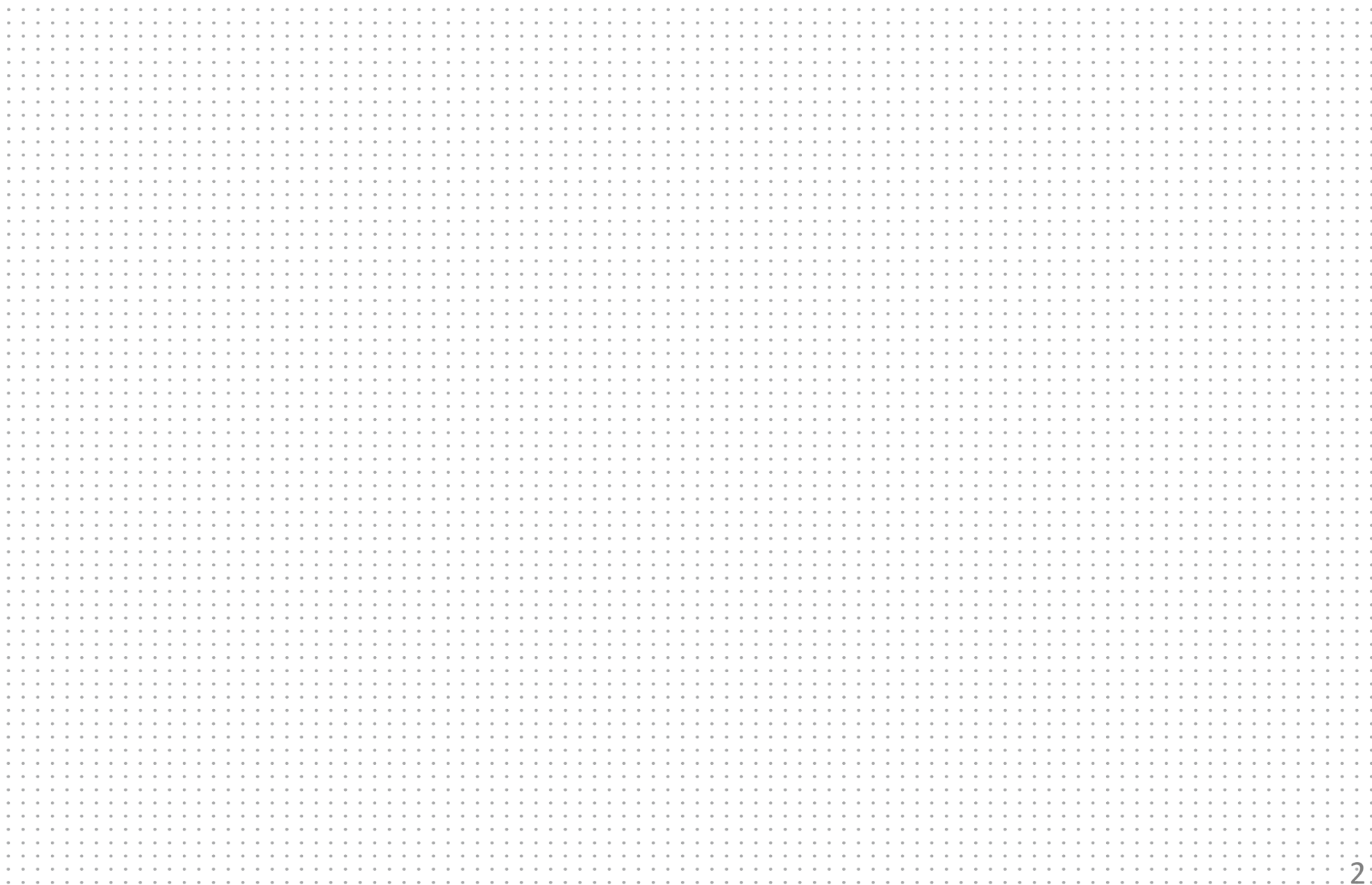


# HOW TO SYSTEMISE YOUR TRADES BUSINESS

*WITH CAM HILL*



# 5 Key Principles...



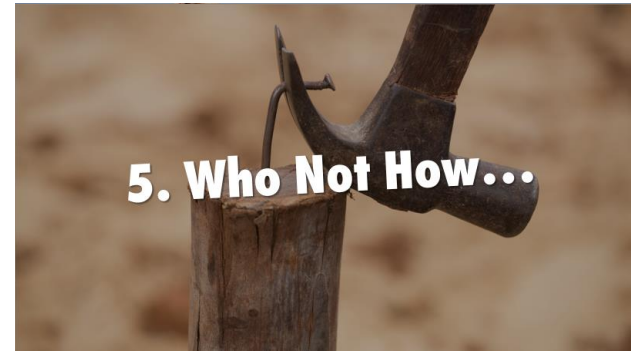
A large white rectangular area with a light gray border, filled with a grid of small gray dots, serving as a workspace for notes.



**3. Start with the Drama...**

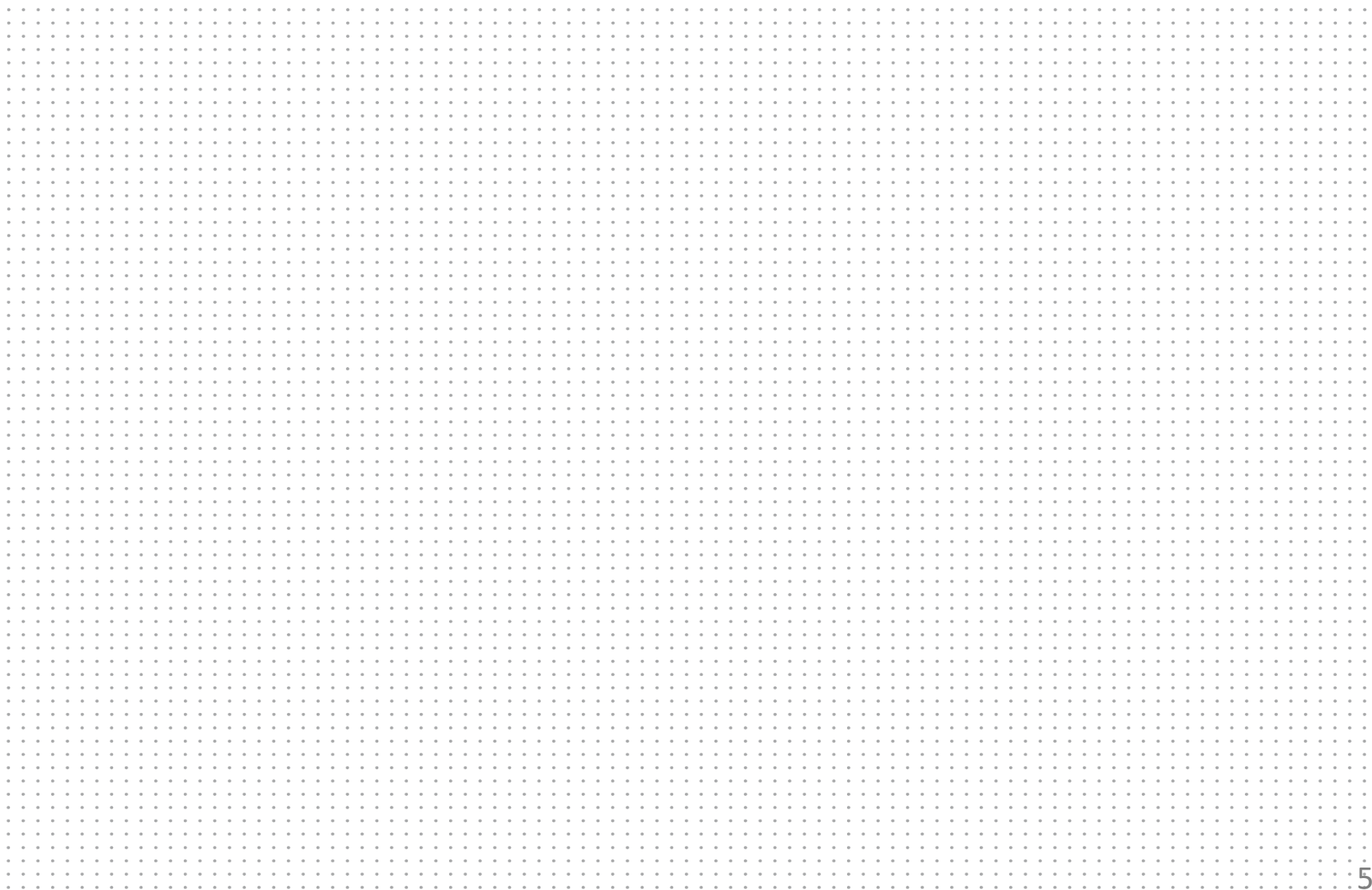


**4. Don't be Difficult...**

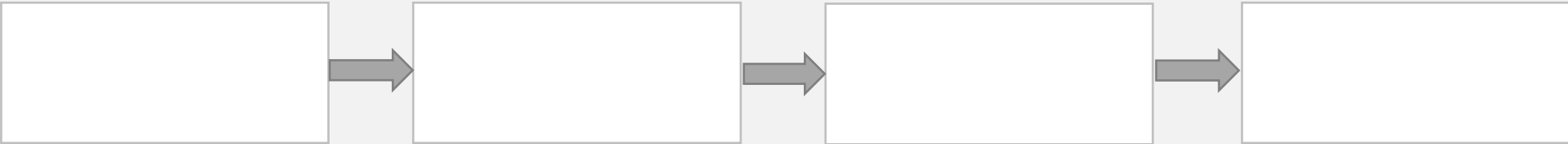


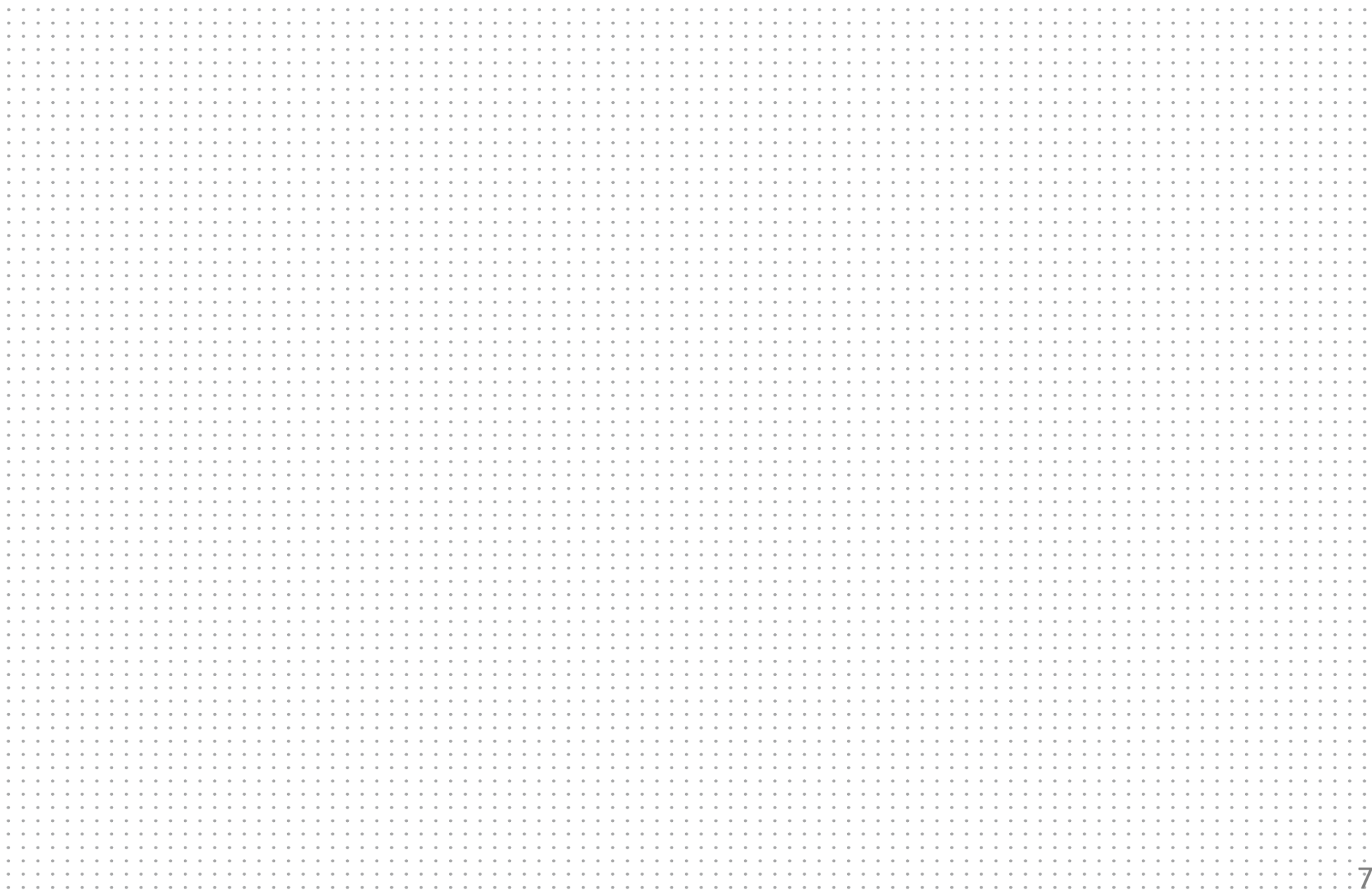
**5. Who Not How...**

A large rectangular area filled with a grid of small, light gray dots on a white background, serving as a workspace for notes or a diagram.

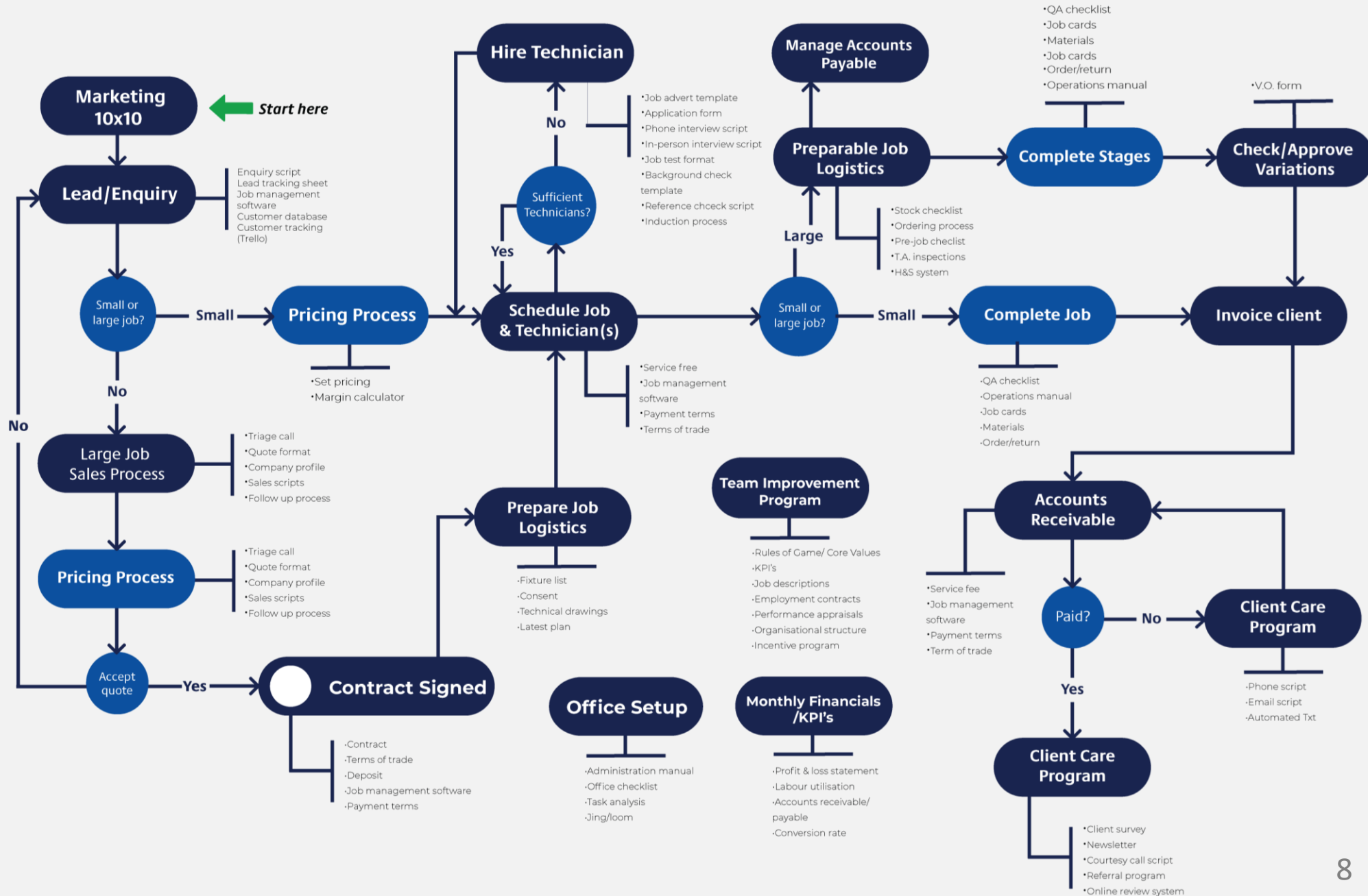


**System Flow**

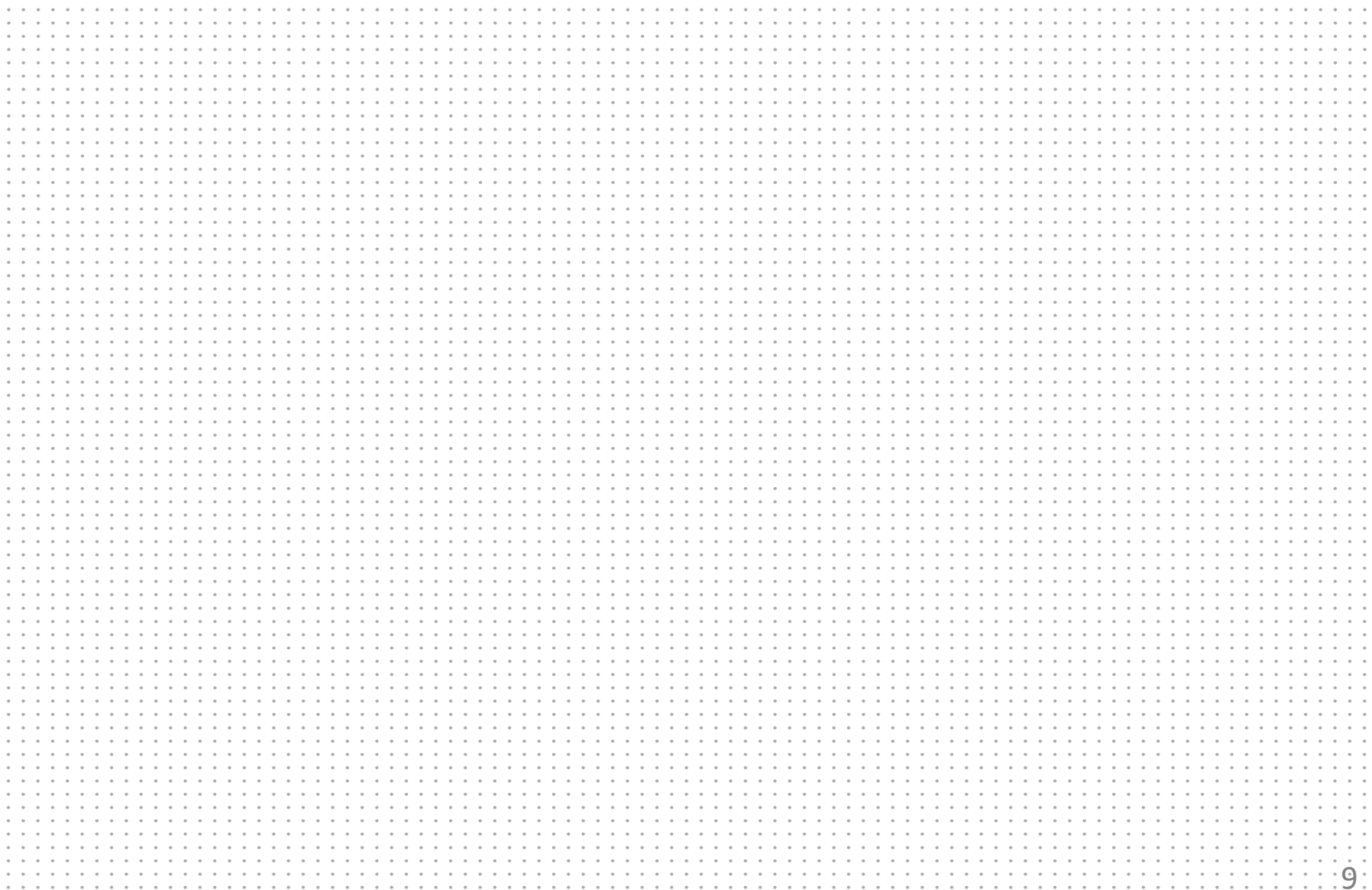




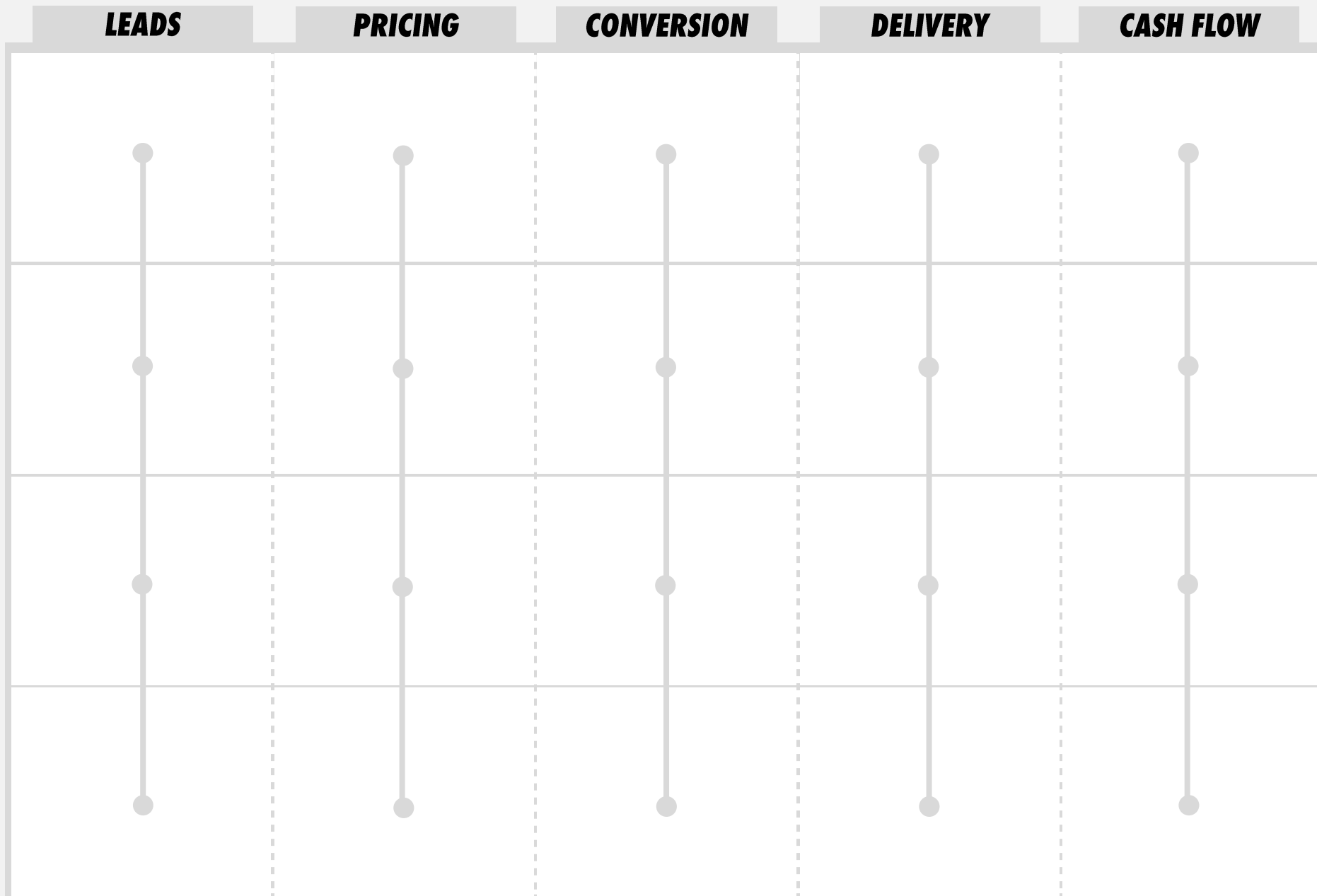
# A-Z of Operations





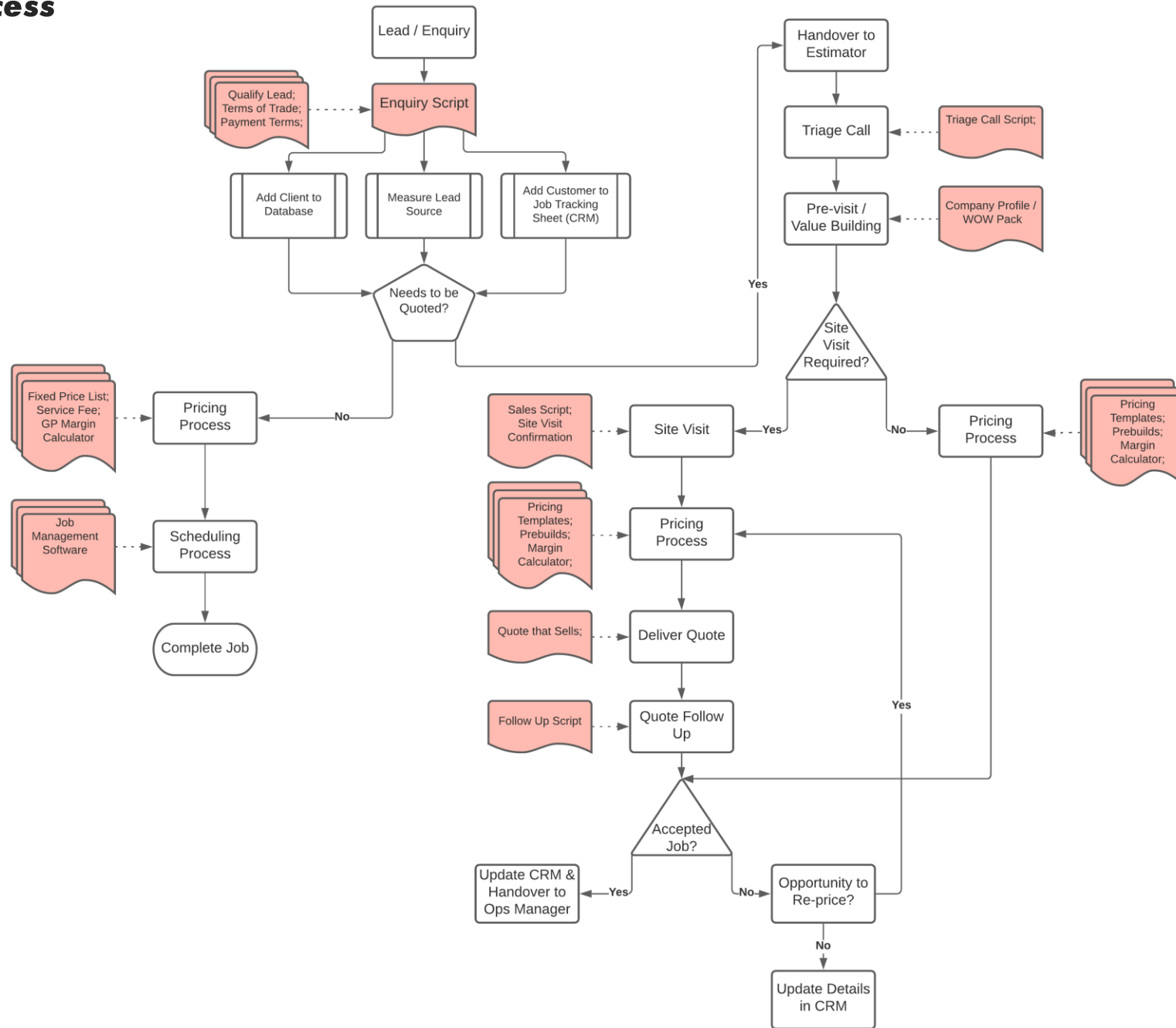


# The 5 Drivers

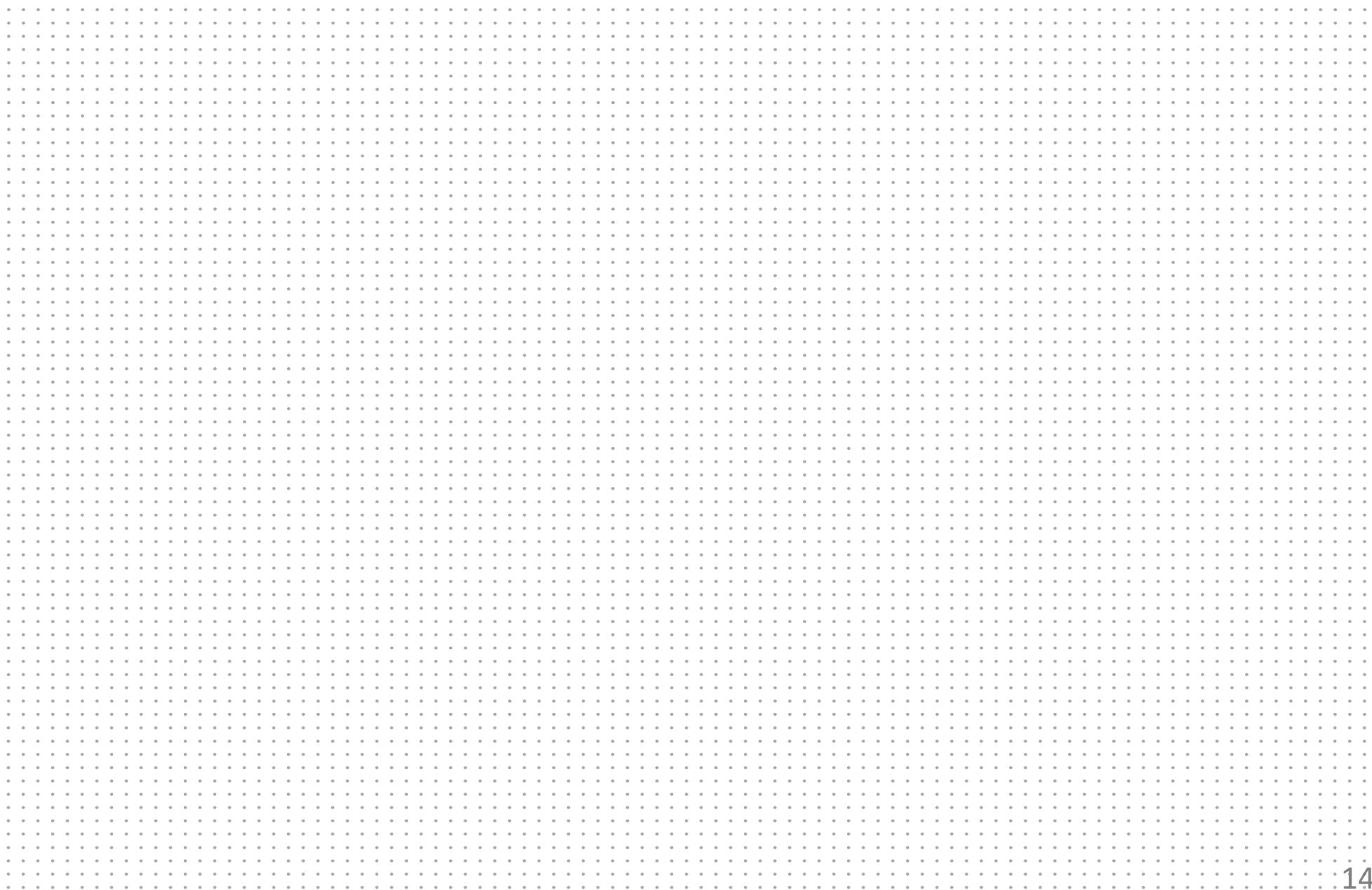




# Sales Process









# The Enquiry Script

## Job Enquiry Form

Date: / / Time: \_\_\_\_\_

☺ SMILE BEFORE PICKING UP RECEIVER (Answer after 3 rings)

*Good Morning/Afternoon welcome to XYZ Plumbing, you're speaking with (your name)*

.....  
*Just so I can help you best can I ask you a couple of quick questions...?*

*Have we helped you before?*

NO - NEW CUSTOMER YES - RECORD AS EXISTING CUSTOMER

*Can I get some details please? Can I confirm your details?*

Name: \_\_\_\_\_

Are you a Business? \_\_\_\_\_

Property Address: \_\_\_\_\_

Ph: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

*Do you own the Property (or have authority to authorise this work?) Y / N*

*Can I ask how you heard about us? (Circle)*

- |   |   |
|---|---|
| <input type="checkbox"/> Ad Words             | <input type="checkbox"/> Google Search  |
| <input type="checkbox"/> Website              | <input type="checkbox"/> Yellow Pages   |
| <input type="checkbox"/> Yellow On-Line       | <input type="checkbox"/> Builders Crack |
| <input type="checkbox"/> Suppliers (Merchant) | <input type="checkbox"/> Face Book      |
| <input type="checkbox"/> Email Marketing      | <input type="checkbox"/> Signage        |
| <input type="checkbox"/> BNI                  | <input type="checkbox"/> Flyers         |

Other: \_\_\_\_\_

*How can we help you today? (get as many details as possible – including property access details.)*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

(Check in schedule and book a suitable time for the job or onsite visit (see script for large jobs)

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Who: \_\_\_\_\_ (enter in Job Management System)

*Do you own any other properties? Y / N (would you like our director John to contact you and discuss our VIP program for Property Investors?) Y / N*

*(name) as part of our service the team will also conduct a Free XX Point (Plumbing / Electrical) safety inspection whilst on site.*

So (name) our service fee is \$150 Incl. GST. That covers us getting to site, the first 30 minutes of labour, doesn't include any materials and we take payment on completion. (Discuss other fees as appropriate e.g. Urgent / After Hours call out)

Are you ok with that?

(If not an Account Holder) *How would you like to pay for the job?*

*You can pay via Credit Card or Open an Account and pay by internet banking.*

*What would work best for you?*

*To secure your booking we'll grab a copy of your credit card details. We'll send you an invoice once the job is completed. If we don't hear from you or receive payment via internet banking, we'll process payment on the credit card the following day.*

Are you ok with that?

Visa / Mastercard # \_\_\_\_\_

Name on Card \_\_\_\_\_

Expiry Date \_\_\_ / \_\_\_

CSV \_\_\_\_\_

*If opening an account... Cool, we'll send you a copy of our terms and conditions via email now. Please sign the terms online to confirm your job. Is that OK?*

### If a job that requires a site / sales appointment...

The next step is to schedule an onsite meeting with our Estimator (name). (Name) has some time available on \_\_\_\_\_ or \_\_\_\_\_ (give two options for the client to choose from that fit with default diary). What time works best for you?

(Name) will give you a call prior to coming to ask you a few more details about what you're after so he's prepared.

I am going to send you out an information pack and a questionnaire, what is the best address to send it to (Name)? I'll also email the questionnaire and confirmation of appointment, is (address given) the best one to send that to?

Thanks, (Name) will give you a call once we have received your questionnaire to discuss your project further. What is the best number to contact you on? .....

Close...

*Great (name of Tradesman/ Estimator) will see you at (time) on (date) at (address).*

*Is there anything else we can help you with?*

*Have a great day☺*



### Phone Follow Up Script 1

Never underestimate the power of follow up! Your clients will respect you for your business savvy and most competitors will not follow up. Here's how to approach the follow up.

**Call the decision maker within a day of sending or delivering the quote (this way you can ensure they have received and looked at your quote / tender and you are "on their mind").**

*"Hi is that (Prospect Name). Great! It's (your full name e.g. John Smith) from (your business name e.g. XYZ Electrical) speaking. How are you?"*

*"(Name of person who did the quote e.g. Neil or I) talked with you about (project description e.g. getting a replacement hot water system) on (day e.g. Monday / yesterday etc)."*

*"I was wanting to check that you've received our quote. (Yes / No – if not resend it) I'll resend it now while I'm on the line and make sure it gets through to you."*

*"Great! Did you have any questions about our solution?" (Answer as appropriate)*

*"We're very busy over the next (timeframe) 4 weeks but we do have some space early next week where we could fit your job in...would like us to book you in?"*

If yes, book job.

If no – *"I understand it's an important decision. Do you have a timeframe in mind for when you might like to get started?"*

**Objection handle / answer questions. The key here is getting the client to focus on what they need to figure out with your quote so they can move forward. Clients say they want to think about it, but they seldom do. If you can't get yes, lock in the time for when you will follow up. Try not to leave the call open-ended.**

*"I'll give you call on (insert day and time) to see how you are getting on. Is that ok?"*

*"Have a great day."*

### Phone Follow Up Script 2

**Call the decision maker to follow up after initial follow up call. Here is what you can say.**

*"Hi is that (John). Great! It's (your full name e.g., John Smith) from (your business name e.g., XYZ Electrical) speaking. How are you?"*

*"(Name of the person who followed up initially e.g. Neil or I) talked with you recently about (project description e.g. getting a replacement hot water system)"*

*"Last time we talked I said I'd give a call to see how you are getting on with making a decision. So where are you at?"*

**Use Scarcity and Urgency**

*"We're busy over the next (timeframe) 4 weeks but we do have some space early next week where we could fit your job in...would like us to book you in?"*

**Handle Objections / Answer Questions. The key here is getting the client to focus on what they need to figure out with your quote so they can move forward. Clients say they want to think about it, but they seldom do. If you can't get yes, lock in the time for when you will follow up. Try not to leave the call open-ended.**

A good line to use when you've handled objections is *"so, what do we need to do to get this job underway for you?"*

*"I'll give you call on (insert day and time) to see how you are getting on. Is that ok?"*

*"Have a great day."*

**Repeat the script until you get to yes or no (and you know why).**

## Sales Meeting Script

<p><b>Rapport</b> Hi _____ this is _____ from XYZ Plumbing. How are you?</p> <ul style="list-style-type: none"> <li>• Best place to park my ute?</li> <li>• Business Card</li> <li>• Build rapport with small talk – weather, sports, news, photos etc.</li> </ul> <p>Check Decision Makers</p>	<p><b>Agenda (take control)</b> Is there somewhere we can sit and talk? Is it OK if I outline how we'll go through things today?</p> <ol style="list-style-type: none"> <li>1. Result— what are you wanting to achieve — the outcome?</li> <li>2. Reality — What is the situation now</li> <li>3. Road Blocks – anything stopping you getting started?</li> <li>4. How can we help?</li> <li>5. The next steps from here...</li> </ol>	<p><b>Decision (why now &amp; why me?)</b></p> <ul style="list-style-type: none"> <li>• Why is now a good time to look at this?</li> <li>• What made you call us?</li> </ul>
<p><b>Result</b></p> <ol style="list-style-type: none"> <li>1. How will your home/property/project look when it's finished?</li> <li>2. What will that give you?</li> <li>3. How will it help your family/lifestyle/property?</li> <li>4. 5 key questions             <ul style="list-style-type: none"> <li>- What is your #1 priority?</li> <li>- Why did you choose that one?</li> <li>- Is it that important to you?</li> <li>- What would be the consequences of not sorting this?</li> <li>- Would that worry you?</li> </ul> </li> </ol>	<p><b>Reality</b></p> <ol style="list-style-type: none"> <li>1. What are you not happy with now?</li> <li>2. How is this affecting you/family/property /bank accounts etc.?</li> <li>3. Walk through the house/site &amp; inspect/measure up</li> </ol>	<p><b>Road Blocks</b> So what are the things that are slowing you down from getting you what you want?</p> <ol style="list-style-type: none"> <li>1. Finance</li> <li>2. Plans</li> <li>3. Consents</li> <li>4. Options</li> <li>5. What is the budget</li> </ol> <p>Later or Sooner? Making Sense? Comfortable so far? Shoot Silver Bullets (give suggestions &amp; options) Temperature Check</p>
<p><b>Value</b> Okay, so let me make sure I have this right... [RESULT, REALITY, ROADBLOCKS]... Did I miss anything? Sit back down, go through your solution (company details)</p> <ul style="list-style-type: none"> <li>- Problems with Plumbers</li> <li>- Testimonials</li> <li>- Before and After pictures</li> <li>- Company Values</li> <li>- Guarantees</li> </ul>	<p><b>Question Loop</b> <i>Comfortable? Make sense? Where To?</i> <u>Problems.</u> It sounds like the big problems to solve are... (3 question loop) <u>Solutions.</u> You need _____ (got through the solutions)</p> <ol style="list-style-type: none"> <li>1. Reconfirm budget</li> <li>2. Reconfirm timelines</li> <li>3. Give estimate/quote onsite if possible</li> </ol> <p><u>Promise.</u> We help _____ with _____ to _____. Add your clearest benefit for them (3 Question loop)</p>	<p><b>Magic Pills</b> The next steps are...</p> <ol style="list-style-type: none"> <li>1. Book in job if appropriate</li> <li>2. Draw up Plans/Consents</li> <li>3. Put a price together and get that back to you by _____</li> </ol> <p>Ok, great to meet you — If you have any questions please give me a call us. I look forward to talking soon &amp; getting your project sorted for you (assume the sale)</p>



