

Selling Value Getting Your Price



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Getting your price starts long
before you actually quote a job.



I have traveled the country for 20 years visiting
awning, marine, and non-traditional shops.
This has allowed me to see the Good, the Bad
and the Ugly.

“You have ONE chance to make a first impression”



∞ All too often that sets the stage for your client to form a “low bar” opinion before any discussion of product or price ever occurs.

Take a moment and get in your prospects shoes.



Imagine you and your family decide an awning might be a nice addition to your home. So you call a local “Awning Company” you found online or in the Yellow pages.



He arrives for the sales call driving this

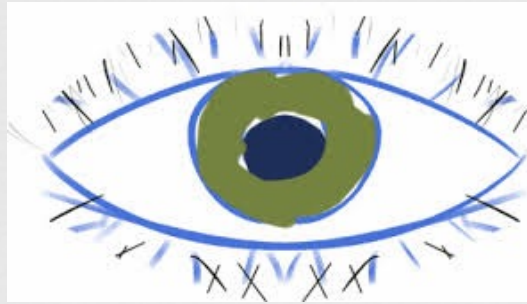
And the bumper sticker on the back reads...



Free Mustache Rides



True Story



- When was the last time you seriously looked at your business with a critical eye?
- Getting your price must start with showing your prospect that you're proud of your work AND your company.

First Things First.....

- Take a hard look at the physical items a customer might see and do it in the order they might interact with your company.
 - **Website;** Does it represent you in a way you would like to be seen for the first time? ZMOT is in full force here. ZMOT is the Zero Moment of Truth coined by Google based on research from Proctor and Gamble. Basically- People of all ages go to the internet for information before they call you or come to your showroom. Thus, they are informed. Then, when they look for you online they better like what they see or they'll move on to your competition.

- **Telephone protocol;** Are your phones being answered professionally with a smile or does it sound like the person is being bothered?

“Awnings.....”

Or

“ Thank you for calling ABC awning, how may I help you?”

- **Office and/or showroom;** Clean, neat, and organized are not expensive, but do take effort. I see a lot of dirt, clutter, and just plain junk sitting around a MAJORITY of shops. Even showrooms with thick dust, old dismantled samples, and dim lighting.

Sales Person - Including Company Owners

- Dress Professionally – Logo shirts – Clean and New looking
- Vehicle – Clean and ideally with lettering – even magnetic signage
- Tools – Clipboard or leather folio with a note pad and sales literature

Once Again - Look like you're proud of your company and the products you offer.

Notice we have not even touched
on what you make or sell?

Of course we usually think of the product first when thinking about what we do to earn a living, BUT we must do all those other things first before we even get a chance to make a sales presentation.

Now let's talk about the sale and getting your price!

People buy from People



- œ That may seem like an obvious statement, but the reality is that all studies show price is far down the list of what really makes people buy from one person verses another.
- œ In most cases your product has differences from your competition, but the bigger difference is YOU and YOUR Organization.

Considering Putting that On Paper



- œ Often, some of the first words out of a customers mouth is “How Much”? Turn that question around by being an expert and adding Value.
- œ “I will be happy to quote you a price once I fully understand your needs”
- œ “We have great products and it’s important I make sure the correct one fits your needs.” “If I may, I would also like to give you our Promise Card. It explains in writing why we are your best choice awning provider.”

ABC Awning Promise



- ❧ Family Owned and Operated for 25 years. You Call; We Respond
- ❧ Quality product installed On Time
- ❧ Highly responsive customer service before and after the sale
- ❧ Our reputation is backed by our word. Your satisfaction is guaranteed.
- ❧ Our One Year Labor Warranty
- ❧ Our crews are fully insured to protect us and you.
- ❧ We maintain all current required licenses.
- ❧ Job site will be clean and neat before our crew leaves.

Products



- ✧ Whatever you are selling, be sure to know it inside and out. Odds are your customer has done their research via ZMOT and if you're not one step ahead of them you will be right in the "How Much?" game.
- ✧ Listen, Listen, Listen, and ask probing questions. Whether it is an awning or any other item, establishing the rapport and being knowledgeable, but not cocky is the first big step to closing the deal at your price.

FAQ's



☞ With retractable awnings, most people don't know what to ask. So a little prodding may be necessary. Consider giving them a FAQ to know what to ask you....

FAQ

Frequently Asked Retractable Awning Questions:

- Q. How much wind is safe for my awning?
- **ANSWER.** Every awning can withstand average breezes without any problems. If the awning moves up and down more than 6" it should be retracted
- Q. What maintenance is required?
- **ANSWER.** The beauty of these awnings is the fact they are virtually maintenance free. In inland areas simply wash the frame and fabric once per year with mild soap and water. In salt water areas we suggest washing once a month.
- Q. Can these be used in the rain?
- **ANSWER.** If the awning is installed with the a minimum 3" per foot of projection angle of pitch, it is safe to use in light to moderate rain.. However, it should never be left unattended, as heavy rain could cause water to pool on the fabric and possibly damage the frame and the fabric.
- Q. How long after I order the awning will it be installed?
- **ANSWER.** Depending on your dealer's schedule, you should expect installation 2 to 4 weeks from date of order.



Show and Tell



- œ A picture is worth a thousand words. Samples and photo galleries will go a long way towards showing value.
- œ Use a tablet or simply print 8x 10 pics to show your work.
- œ Awning Composer is GREAT tool for residential and commercial renderings.
- œ For large commercial jobs fabricate some sample pieces to submit with your proposal. It's worth the investment to help you get "Your Price".

Close the Sale – Get Your Price



- ∞ First Things First – Take a hard look at your business.
- ∞ Make sure all first impression points are as you would want them if you were the customer preparing to spend thousands of dollars.
- ∞ Make sure everyone is presenting themselves, vehicles, and equipment in a professional manner.
- ∞ Know your products inside and out.
- ∞ Have a sales plan regarding questions to ask in order to keep control of the sales process.
- ∞ Close the sale and “Get Your Price”.

Your Input...



❧ Would any of you like to add ideas that have worked for your company in “Getting Your Price” and making a solid profit?

Thank you!

If you would like a copy of this presentation and the ZMOT white paper from Google, please give me your card or email your request.

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