

## HIGH PERFORMANCE COATING SYSTEMS

**CONCRETES:** Overlays ... Micro-Toppings ... Stains  
**EPOXIES:** Metallix ... Quartz ... Acrylic Chip ... Specialty  
**COUNTERTOPS:** Original and Designer Overlays ... Metallix  
**VERTICALS:** Shower Surfacing ... Wall Coatings ... Artistic  
**SEALERS:** Nanotechnology Solvent, Water-based, Low VOC

*The "Easy" Choice for Pros Since 2006*



# “GETTING HEALTHY PROFITS...



# WITHOUT THE HEADACHES”

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## BASIC UNDERSTANDING OF THE AMERICAN CONSUMER:

The American consumer has been conditioned to **NEGOTIATE**. The impact of media advertising has created a mind set that you can get it **CHEAPER**. You can either negotiate for the cheaper price at the right moment (look at how cars and homes are bought) or you can go down the street to another vendor or wait for an advertised cheaper price.



## BASIC UNDERSTANDING OF THE AMERICAN CONSUMER:

How do you overcome the “cheaper negotiation” that will be done to you? Leave yourself room to **DANCE**. Start your initial proposal price high so that you have room to come down to or stay above your bottom-line price. But, in the process of coming down on price, you must always get something in **RETURN**.

# **BASIC UNDERSTANDING OF THE AMERICAN CONSUMER:**



## BASIC UNDERSTANDING OF THE AMERICAN CONSUMER:

Value is the **PERCEPTION** of the individual customer. It is unique from one customer to the next. The value perceived in the entire **SALES PROCESS** has a significant impact on price.



## VALUE PERCEPTION RATINGS

*Rank Here*

The work they have seen you do

Low |-----|-----| High

The person who referred you

Low |-----|-----| High

Your initial contact with the prospect

Low |-----|-----| High

Your trade show booth

Low |-----|-----| High





## VALUE PERCEPTION RATINGS

*Rank Here*

The vehicle you drive

Low |-----|-----| High

Your appearance

Low |-----|-----| High

Your crew's appearance

Low |-----|-----| High

Your jobsite signs

Low |-----|-----| High



## VALUE PERCEPTION RATINGS

*Rank Here*

Your door hangers

Low |-----|-----| High

Your presentation materials

Low |-----|-----| High

Your punctuality

Low |-----|-----| High

Your professionalism / demeanor

Low |-----|-----| High

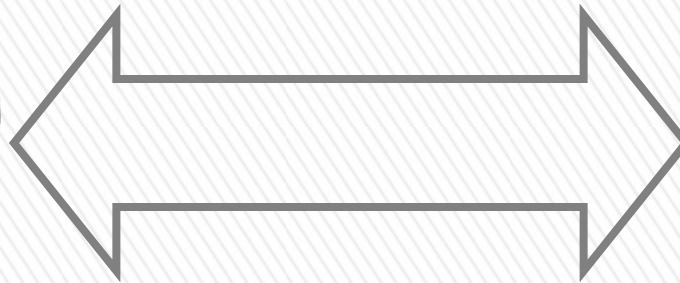


# EVERYTHING

you do or don't do has a  
perception impact on the prospect.

**YOU MUST SET YOURSELF APART!**

# STARTING THE FILTERING SYSTEM FOR FASTER PROFITS!



# STARTING THE FILTERING SYSTEM FOR FASTER PROFITS!

## MARKETING MUSTS:

- ❖ Set yourself APART
- ❖ Give the big BENEFIT
- ❖ Picture of SMILING KIDS FACES - PUPPIES
- ❖ Create a RESPONSE action
  1. Consumer ADVOCATE
  2. “7 Things You Must Know Before”
  3. “Free – No Obligation”
  4. Draw a TIME LINE for responding

# STARTING THE FILTERING SYSTEM FOR FASTER PROFITS!

## Create your showroom and/or satellite showrooms

- ❖ At **YOUR** home
- ❖ At your **RELATIVE'S** home
- ❖ At your **CLIENT'S** home
- ❖ At a friend's or relative's **BUSINESS**

**Turn your truck, van, trailer into a showroom.**

## STARTING THE FILTERING SYSTEM FOR FASTER PROFITS!

### WEBSITE – SEO – GOOGLE LISTED:

This is the biggest scam on startups, small and Medium size businesses!



Having a website is a must. Hosting websites like GoDaddy and others will yield little to moderate success in getting your name into the market.

Too many “Professionals Developers” do not write code, and if they do, have little knowledge to necessities for SEO and Google integrations.

**GET ALL OF THIS DONE BY OUR DEVELOPERS!**

***If you do not want to waste time, waste money, be 2<sup>nd</sup> guessing yourself, you need to reach Granicrete directly by email to***

***Support@Granicrete com with subject line “Show Me The Way”.***

***We will connect you with our proven developers.***

***Do it right, done correctly, done quickly, and cost effectively.***

# STARTING THE FILTERING SYSTEM FOR FASTER PROFITS!

## DIRECT MAIL: NOT VALPAK!

### PROS:

- ❖ MONTHLY
- ❖ Target specific GEOGRAPHICS and DEMOGRAPHICS

### CONS:

- ❖ May require MULTIPLE APPEARANCES





# STARTING THE FILTERING SYSTEM FOR FASTER PROFITS!

Do a Home Show or Even a Farmers Market



- ❖ A PATTERN TO LIVE BY:
  - ❖ THREE rows down and to the RIGHT
  - ❖ Where the FOOD AND BEVERAGES are
  - ❖ Where the BATHROOMS are
- ❖ Caution in bringing a TABLE
- ❖ Don't leave the EXPENSIVE MATERIALS out
- ❖ Give-aways will get you NOWHERE FAST
- ❖ SEE it – STEP on it – TOUCH it
- ❖ Hand them an INTEREST CARD to complete
- ❖ The interest card must have INTEREST LEVEL SPECIFIED

# STARTING THE FILTERING SYSTEM FOR FASTER PROFITS!

## Network!!!!



- ❖ Make friends with Pest Control Companies
  - ❖ **How many customers do they see a week!**
  - ❖ Extend “finder fee” for landed business to tech and to company owner.
  - ❖ Set intro meeting with company team ... doughnuts.
  - ❖ Brochure and foot in the door!
  - ❖ Sample (4”x4”) business card for foot in the door!
- ❖ Make friends with Pool Service Companies ... same way!
- ❖ Make friends with Garage Door Companies ... same way!

**Angie’s List and Houzz** are producing mixed results.

Time will tell.

# THE ART OF THE CONTROLLED SALE

“FOUR-LETTER” WORDS TO AVOID:



**JOB**      **BID**

**DEAL**    **PRICE**

“**JOB**” belittles your professionalism as a tradesman.

“**BID**” implies they should get other bids and quotes.

“Professional Consultation” is the preferred.

“**DEAL**” will motivate them to find a “better” deal.

“**PRICE**” is something nobody want to pay, “Investment” is the choice word.

# THE ART OF THE CONTROLLED SALE



## Setting the Appointment:

### 1. Determine INTEREST LEVEL

*Ann, what can I create for you? (Type, size, dimensions)*

*How long have you been THINKING about this?*

*What SPARKED your desire?*

*You sound like you are ready to sit down and take the next step.*

# THE ART OF THE CONTROLLED SALE

## Setting the Appointment:

2) Do a **PRE-CLOSE**.

*To help me gather my design thoughts, what kind of an **INVESTMENT** are you wanting to make for your home improvement?*

*Ann, when would you want your project **FINISHED BY?***

# THE ART OF THE CONTROLLED SALE

## Setting the Appointment:

- 3) Both spouses **MUST** be present.  
Listen actively for “**WE**” or reference to the spouse in the conversation.

*Ann, I am sure that you find time is precious. To make the best use of our time together and to be able to answer all questions that may come up, it is very important that both are there for this meeting.*



# THE ART OF THE CONTROLLED SALE

## Setting the Appointment:

4) You are **ALWAYS BUSY**.

Don't jump at the first time offered to you.

Use the "**OR**" close and set **YOUR** time.

# THE ART OF THE CONTROLLED SALE

## Setting the Appointment:

*Ann, I am already scheduled at that time, would XXX or XXX be better for you and your spouse?*

*If she needs to check and call back, direct her by saying “if neither of these times work, perhaps her spouse has a couple times that might work for him/her.”*

By getting those times, perhaps one is compatible. Be sure to impress upon her the need to call you back in the next **COUPLE HOURS** so a convenient time for all will be more readily achieved.

# THE ART OF THE CONTROLLED SALE

## Confirming the Appointment:

The evening prior or a few hours before, do call to confirm that the appointment is still planned and that the spouse will be there too. If the spouse's schedule has changed and can not attend, **RESCHEDULE.**

# THE ART OF THE CONTROLLED SALE

## The Meeting:

1. Be **READY** and be **ON TIME**.
2. What will you have with you?

Laptop, iPad

Note Pad

Pen / Pencil / Eraser / Stapler

Colored Pencils

Pictures & Reference Letters

Tape Measure

Camera (digital)

Contracts & Service Agreement

Three-day cancellation agreement



# THE ART OF THE CONTROLLED SALE



## 3) Entrance

Stand a **COUPLE STEPS** from the door with a smile.

**WIPE** your feet after the door is answered or put on shoe covers.

Introduce yourself with a smile and provide immediate complements.

## THE ART OF THE CONTROLLED SALE

4) Seek to set your “toolbox” down at the **KITCHEN TABLE** and select a seat where you do not sit across from them but at least one is sitting to your left or right.

5) Let them do show and tell, walk with them, and **LISTEN**.

Affirm the good things you are hearing. Help them through what they are dreaming. Say nothing about what you would advise not doing.

This is their time to get **RE-EXCITED** and in **SYNC**.

Listen for their hot buttons.

**TAKE NOTES** as they talk. (See last page: Professional Consultation)



## PROFESSIONAL CONSULTATION

Date: 1/25/2011

Customer: Jim and Sandra Brown

Investment Project: Kitchen Countertop (approx 60 sq. ft)

Desired Date To Complete: 2/15/2011 ... In-laws arriving

Notes:

- |    |  |
|----|--|
| 1  | <input checked="" type="checkbox"/> <u>Remove non-drip edge</u>            |
| 2  | <input checked="" type="checkbox"/> <u>Will provide own top-mount</u>      |
| 3  | <input checked="" type="checkbox"/> <u>Will provide new faucet</u>         |
| 4  | <input checked="" type="checkbox"/> <u>Faucet mounts in sink</u>           |
| 5  | <input checked="" type="checkbox"/> <u>Cream marble base (Ant White)</u>   |
| 6  | <input checked="" type="checkbox"/> <u>Bit of light grey (Wick White)</u>  |
| 7  | <input checked="" type="checkbox"/> <u>Some lined veins (black)</u>        |
| 8  | <input checked="" type="checkbox"/> <u>Slight gold metallic (Essence)</u>  |
| 9  | <input checked="" type="checkbox"/> <u>Edging modified chiseled</u>        |
| 10 | <input checked="" type="checkbox"/> <u>Replace splashes - be 6"</u>        |
| 11 | <input checked="" type="checkbox"/> <u>Splashes modified chiseled</u>      |
| 12 | <input checked="" type="checkbox"/> <u>Under sink shows stable, no rot</u> |
| 13 | <input checked="" type="checkbox"/> <u>Semi -- satin finish</u>            |
| 14 | <input checked="" type="checkbox"/> <u>Pro Protector NT</u>                |
| 15 | <input checked="" type="checkbox"/> <u>Will maintain temperature</u>       |
| 16 | <input checked="" type="checkbox"/> <u>Will provide access 8am-4pm</u>     |
| 17 | <input checked="" type="checkbox"/> <u>Can come on Saturday if must</u>    |
| 18 |  |
| 19 |  |
| 20 |  |

Payment:

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|  |
|  |
|  |

# REVIEW WITH THEM

A blank  
version of this  
is ready for  
your  
download  
from the U.

## THE ART OF THE CONTROLLED SALE

Review the project they have talked about and do measurements off to the side.

Slide your pad with picture drawn and price to the side circled. “*We can get this done for you for \$XXXX.*” (Total Project Cost)

Then **DON'T** say a word.

Still **DON'T** say a word. He who speaks first **LOSES**.

Pull the pad back and doodle by drawing in more of the design.

Be listening and observing for buying signals.

# THE ART OF THE CONTROLLED SALE

Be listening and observing for buying signals.

***When can this be done?  
How much down is required?  
Do you finance?***

Be listening for negotiation signals.

***“Ouch... Whoa... That’s a lot.. That’s more... Too much...  
We’re thinking more like... How about \$XXXX?”***

## THE ART OF CONTROLLED NEGOTIATION

Negotiation has always been thought of as meeting in the middle. A point where concessions by both parties results in an agreement. Some even refer to this as win-win. But if you have made concessions whereby you are doing business for less than your desired profit, this is not a win-win as you are on the **LOSING END**.

The **Art of Controlled Negotiation** involves using your tool chest to **GAIN CONCESSIONS** from clients while at the same time they feel they have won by achieving their perceived value.

You win as you keep your price above your dance floor and turn the client into a member of your **SALES FORCE**.

## THE ART OF CONTROLLED NEGOTIATION

Do not answer the price objection **DIRECTLY**. Lead the conversation in a different direction.

*Mr. and Mrs. Smith, when were you wanting to have this project accomplished? (wait for answer)*

*“That soon, that is good. One of the reasons I am out in this area is that I am also looking for a PREFERRED REFERRAL CUSTOMER like yourself. We find that our budgeted advertising dollars can be allocated toward the PREFERRED REFERRAL CUSTOMER. **If you qualify**, we can allocate some of those dollars and you won’t need to pay this price.”*  
(Pointing to your first price.)

***Listen for the response such as “HOW DO I QUALIFY”***



## THE ART OF CONTROLLED NEGOTIATION

*We would need you to be willing to have our small company sign be posted in your front yard for the next 30 days. Would you be able to do that?*

(As you are getting their answer, pull the pad back to you and write in “JOB SIGN - 30 DAYS” and then next to it “LESS \$XXXX” and put in new subtotal. Slide the pad back to them and show them the new price.

**Again, listen for the response. Again, do not say a word.**

**Are they still dancing with you?**



## THE ART OF CONTROLLED NEGOTIATION

They may still object to the new price realizing you will negotiate with them.

Pull another tool out of your tool chest showing them some reference letters.

*“Mr. and Mrs. Smith, I take pride in my work and satisfying my clients. After doing a great job for you, if I can get a letter of reference from you for our portfolio, this is considered as advertising and I can use more dollars of our advertising budget so you will not have to pay this price.”  
Would you be willing to provide me with such a letter within 7 days of completing your project?*

**Listen for a response and take the pad back.**

Write in “REFERRAL LETTER LESS \$XXXX” and the new subtotal.

## THE ART OF CONTROLLED NEGOTIATION

They may still object to the new price realizing you will negotiate with them.

**Continue this process** with all of tools until you announce your last tool (if you even had to go that far).

Here is the secret in this method. The first drop in your price is larger than the second. The second larger than the third. By the third go they are recognizing there is not much more for them to ask for.

## THE ART OF CONTROLLED NEGOTIATION

So, let's say you are doing a countertop installation. You know it is 60 square feet. You would be happy to do the install considering all variables at \$35.00 per foot (\$2,100). This is the bottom of your dance floor.

Where you start your dance floor should be higher based upon your sense of the customer and what may be the customer's value perceptions.

PROFESSIONAL CONSULTATION

Date: 1/25/2011 Customer: Jim and Sandra Brown

Investment Project: Kitchen Countertop (approx 60 sq. ft)

Desired Date To Complete: 2/15/2011 ... In-laws arriving

Notes:

Your Investment ... \$3,000

- 1 ✓ Remove non-drip edge
- 2 ✓ Will provide own top-mount
- 3 ✓ Will provide new faucet
- 4 ✓ Faucet mounts in sink
- 5 ✓ Cream marble base (Ant White)
- 6 ✓ Bit of light grey (Wick White)
- 7 ✓ Some lined veins (black)
- 8 ✓ Slight gold metallic (Essence)
- 9 ✓ Edging modified chiseled
- 10 ✓ Replace splashes - be 6"
- 11 ✓ Splashes modified chiseled
- 12 ✓ Under sink shows stable, no rot
- 13 ✓ Semi -- satin finish
- 14 ✓ Pro Protector NT
- 15 ✓ Will maintain temperature
- 16 ✓ Will provide access 8am-4pm
- 17 ✓ Can come on Saturday if must
- 18 \_\_\_\_\_
- 19 \_\_\_\_\_
- 20 \_\_\_\_\_

Payment:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

SET  
YOUR  
DANCE  
FLOOR

## **THE ART OF CONTROLLED NEGOTIATION**

If they agree to this price, great! You just made another \$900 in profit.

## **THE ART OF CONTROLLED NEGOTIATION**

If they move you to negotiate, the PRC discount might be \$300 and you show \$2,700 as the new price



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Preferred Referral  
Customer - 30 Day - \$300

Payment:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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- 20 \_\_\_\_\_

*Your Investment ... \$3,000*

*Preferred Referral  
Customer - 30 Day - \$300*

*Investment ... \$2,700*

Payment:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

GET IN  
RETURN  
  
THEN  
GIVE

## **THE ART OF CONTROLLED NEGOTIATION**

If they agree at this point, you made an additional \$600 above your dance floor.

## THE ART OF CONTROLLED NEGOTIATION

If \$2,700 is still out of their perceived value point, then include the Letter of Recommendation. Place a value of \$100 on it showing the new project price as \$2,600.

In writing this out for the prospect, you are showing that you came down \$300 and then \$100. You have indicated you have little room to move at this point. A good chance exists that they will agree to the \$2,600.

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Your Investment ... \$3,000

Preferred Referral  
Customer - 30 Day - \$300

Investment ... \$2,700

Letter of  
Recommendation - 100

Payment:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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*Your Investment ... \$3,000*

*Preferred Referral  
Customer - 30 Day - \$300*

*Investment ... \$2,700*

*Letter of  
Recommendation - 100*

*Investment ... \$2,600*

Payment:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

GET IN  
RETURN  
  
THEN  
GIVE



## **THE ART OF CONTROLLED NEGOTIATION**

In writing this out for the prospect, you are showing that you came down \$300 and then \$100. You have indicated you have little room to move at this point. A good chance exists that they will agree to the \$2,600.

## THE ART OF CONTROLLED NEGOTIATION

Obviously, if they want you to dance one more time, do so for another \$50.00.

In any case, your goal is to be above your \$2,100.

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  - 20 \_\_\_\_\_

*Your Investment ... \$3,000*

*Preferred Referral  
Customer - 30 Day - \$300*

*Investment ... \$2,700*

*Letter of  
Recommendation - 100*

*Investment ... \$2,600*

Payment:  
30% Now - Check  
30% Start - Check  
Check at completion

GOT PRC  
 GOT LOR  
 AND \$500  
 ABOVE  
 THE  
 DANCE  
 FLOOR

## UNREACHED AGREEMENT

You want to reach agreement on the **FIRST** meeting. This is to prevent “bid wars” and wasting your time. If they want to seek additional bids, encourage them to do so.

Leave the door open that if they decide that they like what you presented, they liked your approach, then your proposal with their **PREFERRED REFERRAL** support still stands for the next 5 days. Do not leave them your notes to show the competition.

Show your appreciation for their time before leaving and e-mail them or send them a note immediately again expressing your appreciation as your competitors won't be. **SET YOURSELF APART!**

## REACHED AGREEMENT

Write up the contract **IMMEDIATELY.**

Have the customer **INITIAL ALL** pages

Mark or write in Preferred Referral Agreements

Have customer sign both the contract and three-day cancellation

Be sure not to guaranty against cracks and be sure to offer maintenance agreement.

Get your check (or credit card deposit) and use a noisy **STAPLER** as you put everything together.

## BEFORE LEAVING – SECURE THE SALE

Share how you appreciate them as clients and value their business. Request that because of special pricing provided, it can't be extended to others so please do not share your price with others.

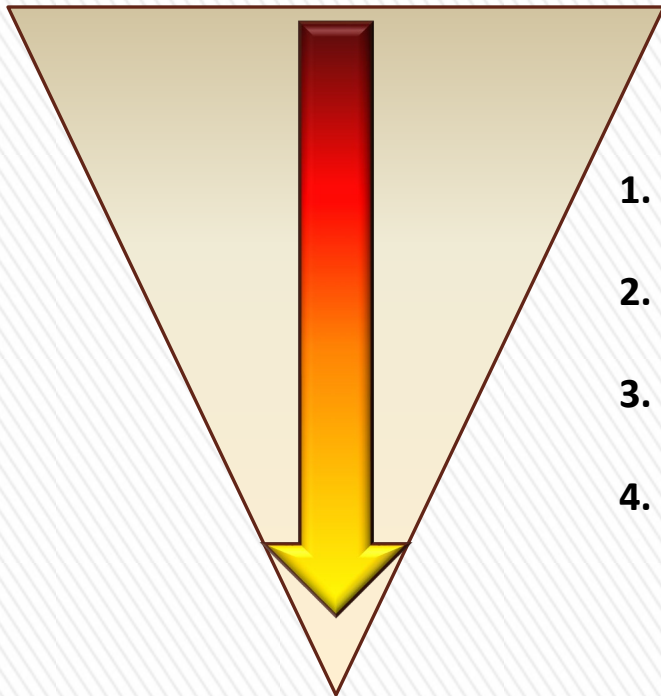
Hold the contract package in hand in front of you. Share with them that *“Although, Mr. and Mrs. Smith, you have right to cancel any time in the next three days, I will be committing expenditures tomorrow. If there is anything, anything at all we didn't cover or that you are having second thoughts about, I would prefer leaving here as friends than have you follow through on a contract you are not happy about.”*

(Demonstrate your readiness to TEAR UP the contract in front of them.)



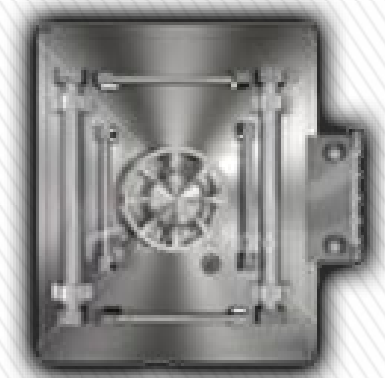
## **FILTER OUT THE MASSES FAST**

**POOL OF UNKNOWN \$\$\$**



- 1. REACH TO THE MASSES!**
- 2. CREATE A RESPONSE TO CONTACT YOU!**
- 3. BUILD VALUE IN ALL THAT YOU DO!**
- 4. CONTROL THE SALE AND THE NEGOTIATION!**

**REAL \$\$\$ THAT YOU CAN BANK ON!**



## Support at Granicrete University

- Order Sales Brochures
- Agreement Templates, Service Agreements
- SDS (Safety Data Sheets)
- Product Specifications & Tips
- Video Instruction / Pictures / Logos Use



# PROFESSIONAL CONSULTATION

Date: \_\_\_\_\_ Customer: \_\_\_\_\_

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

Desired Date To Complete: \_\_\_\_\_

Notes:



- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
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- 20 \_\_\_\_\_

Payment: \_\_\_\_\_  
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