

TURN YOUR SALES TEAM INTO TRUSTED ADVISORS

Make your sales team trusted advisors using the tips below

UNDERSTAND THE ECONOMICS



Every sales team member needs to know your pricing, the bottom line and possible fluctuations.

PERFECT THE PROCESS

Evaluate and upgrade your sales process to ensure you are running effectively and efficiently.

Tip: Do this before you invest in tech

KEEP IN TOUCH

Even if the project start is months away, let the client know where they are in the queue and that you have not forgotten about them!



SET THE RIGHT EXPECTATIONS

To build rapport with homeowners, inform them of anything that will change the price or timeline of the project. It is also important to make the homeowner aware of anything that will impact daily life (i.e. working hours, dumpster placement, etc.).

OFFER FINANCING

If it comes down to price, you don't want the homeowner to go to your competitor because they are using cheaper materials. Offer a better way to pay!



EVALUATE THE EMOTIONAL VALUE

Each project holds emotional value for the homeowner. Be sure that you are connecting with the homeowner and understanding the emotions driving them in their decisions.

UTILIZE TECH

In the digital age, don't get left behind. Look into what tech is popular and useful in the industry.



TELL YOUR STORY



Foster a sense of trust with the homeowner by not only talking about your experience, but also how you got where you are. **Be Relatable.**