

The Proven 7-Step Sales Process



Session 3

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REVIEW



Step 1A: INTRO CALL

- **★** Introduction
- ★ 2 Critical Questions
- ★ 4 Important Questions
- **★** Plan
- **★** Prep
- ★ Close



Step 1b: APPOINTMENT PREP

- ★ RESEARCH CLIENT
- ★ PREPARE PRODUCT
- **★** ORGANIZE PPW
- ★ PACK TOOLS
- **★** UPDATE TECHNOLOGY
- **★** CONFIRM APPOINTMENT



Step 2: MEET & GREET

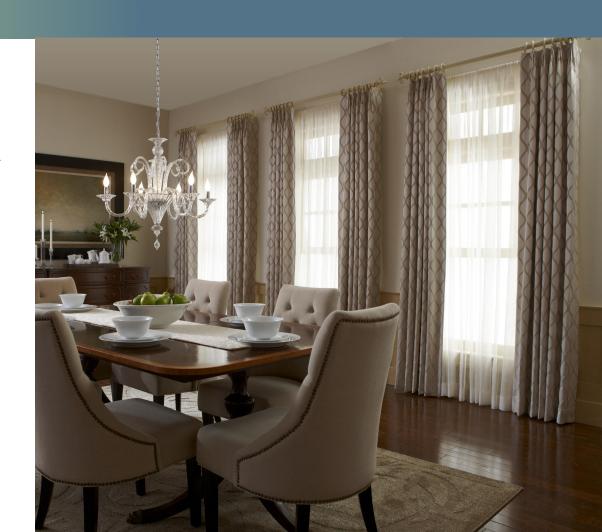
- ★ Introductions
- ★ Compliment
- ★ Ask for Home Base
- ★ Recap Plan





Step 3: HOME TOUR

- ★ Lifestyle
- **★** Interior Changes
- **★** Future Projects
- ★ Everyone Else





RECAP

&

REVIEW



COMPANY PORTFOLIO & PRODUCT REVIEW



EYEBALL ESTIMATE



TRIAL CLOSE



WHAT COMES NEXT?



TRANSITION TO IMPLEMENTATION PHASE

- ★ Finalize Project Details & Measurements
- ★ Prepare Estimate/Contract
- ★ Collect Deposit
- ★ Discuss Next Steps



CLOSING THE SALE

Tips and Tricks for Closing the Sale

- ★ BUILD EXCITEMENT IN THE PROJECT
- ★ REVIEW EXTENSIVE DETAIL OF AGREEMENT
- ★ REVIEW PRODUCT DECISIONS
- ★ REVIEW INSTALLATION NEEDS
- **★** CONFIRM EXPECTATIONS
- ★ PRESENT AGREEMENT WITH PRICE
- ★ ASK FOR DEPOSIT
- **★** PREPARE FOR EXIT
- ★ ASK FOR REFERRALS



KNOW YOUR NUMBERS



Total \$ of Sold Jobs Per Month

Total # of Sold Jobs Per Month

= Average Sale

INDUSTRY BENCHMARK

= \$2,500

7 STEP BENCHMARK

= \$3,500

Total Appointments Per Month

Total # of Sold Jobs Per Month

= Closing Rate

INDUSTRY BENCHMARK

= 50%

7 STEP BENCHMARK

= 75%

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TRACK YOUR GOALS

JANUARY	MON APPT/SOLD	TUES APPT/SOLD	WED APPT/SOLD	THURS APPT/SOLD	FRI APPT/SOLD	SAT APPT/SOLD
WEEK 1	2/0	2/2	2/1	2/2	2/0	2/2
WEEK 2	3/1	3/2	3/3	3/2	3/1	3/3
WEEK 3	1/1	1/0	1/2	3/1	2/0	1/1
WEEK 4	1/1	1/1	2/1	3/1	2/0	2/2

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ACTION ITEMS

- Homework: Practice Your 7 Steps
- Homework: Create a Tracking Sheet



THANK YOU & HAPPY GRADUATION!!!