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## I. PART 1 – THE SIMPLE SALES STRATEGY GUIDE

### 1. Your Real Job as a Salesman

Let me ask you a question. What is your job as a salesman for a construction company?  
I mean your REAL job. (Hint: It's not selling your construction work.)

Your job is to listen to the customer's needs, discover their core problem, then present yourself as the ideal solution to that problem.

That's it. That's the secret sauce. Burn that sentence into your head. Chant it around a campfire if you must.

You see, nobody pays for "quality work done at a fair price". That's not what people want to buy. It's NICE, sure ... but that's not what they're really buying from you. People don't buy construction work. They buy the experience of having a specific problem solved.

For example, if you're a roofer, you do not sell roofs. You ACTUALLY sell:

- a. A feeling of safety & security that comes from knowing their house is protected from water damage
- b. Immediate anxiety relief for people with a roof that is already leaking
- c. Freedom from the annoying task of monthly gutter cleaning for busy professionals
- d. A higher closing price for people looking to sell their house soon

Or if you're a remodeler, you don't sell kitchens. You ACTUALLY sell:

- a. A more convenient cooking experience
- b. An escape from the previous homeowner's *hideous taste*
- c. A bragging point for housewives trying to impress their friends (*"Omigosh, you would not BELIEVE what I paid for this. Sure, it was a lot, but it was SO worth it."*)
- d. An upgrade to the homeowner's lifestyle, so that their surroundings better match how they feel on the inside about themselves and their status in the world
- e. Some breathing room for a husband who's been nagged by his wife for YEARS to make their house feel more homely

Understand? Your job as a salesman is to identify the real problem they have – their WHY – then present your company as the ideal path-of-least-resistance solution for that problem.

**Find out what the prospect is ACTUALLY trying to buy. Then give it to them.**



## 2. The Simple Sales Strategy

So, knowing that your goal is not to sell construction work per se, but to identify then solve a specific problem for each individual homeowner on a case-by-case basis ... what's the best way to do that?

First, it helps to imagine the sales process as a journey that each customer must take. A journey down a treacherous road that ultimately leads to a better life. It's your job to take the customer by the hand and lead them down this road all the way to the end while helping them see and avoid the potholes along the way.

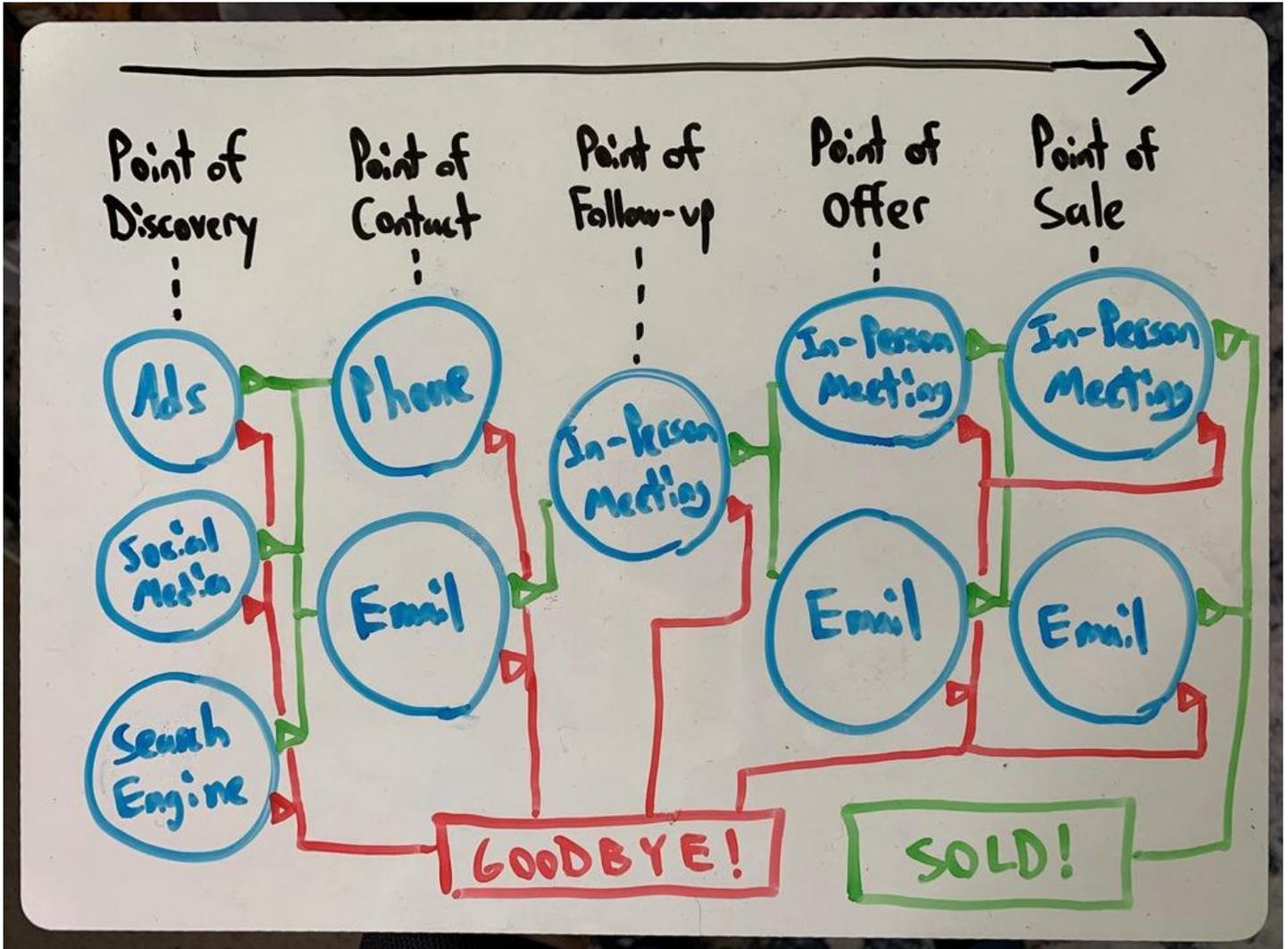
This journey has many steps, but there are only 10 important ones:

- a. **Data Collection** (Gathering the usual info, such as name, type of project, email, phone #, etc.)
- b. **Prospect Filtering** (Is this person a true potential customer, or a time-waster? Do they have a problem your company can solve?)
- c. **Pre-Framing** (Getting the prospect to see you as a professional consultant rather than a salesman or a contractor.)
- d. **Problem Identification** (What's the core problem they're trying to solve?)
- e. **Budget-Setting** (What is it, and is it reasonable for what they're looking to accomplish? How flexible is their budget?)
- f. **Value Discovery** (What things are important to them besides price? What do they specifically value in a contractor? What criteria will they use to determine who they'll hire?)
- g. **Setting Expectations** (Explaining how your company works. Telling them what the next steps are, or when they should expect to receive your proposal. Is anything expected of them in the meantime?)
- h. **Initial Offer Delivery** (Usually a ballpark estimate or a proposal. I will do \_\_\_ work in exchange for \_\_\_ dollars.)
- i. **Nailing Down the Details** (Expected start date, payment terms, financing, house access, etc.)
- j. **Closing the Contract** (Paperwork signing, and receipt of down payment.)

This 10-step journey is your sales strategy. This is your roadmap. Next up is the actual road.



### 3. The Simple Sales Funnel



This is a picture of a very basic sales funnel which takes a customer through every step necessary to close a construction contract. Note that every step in this funnel exists merely to (1) weed out invalid prospects, and (2) move valid prospects to the next step in the funnel. And do it as quickly and seamlessly as possible.

Of course, there are dozens more steps and intricacies I could add to this funnel, but again, simplicity is the goal. Besides, unless you're already doing 7 figures in annual sales, this simple funnel contains 90% of everything you need to worry about. Treat this picture as the simple framework you're going to approach building your sales system from.



Now that you've got the overall framework, the rest of this guide is dedicated to giving you the specifics to plug into the framework. So let's get right into it.

## II. PART 2 – THE SIMPLE SALES TOOLBOX

### 1. Simple Sales Scripts

These scripts are proven money-making machines. Some of them are my own creations, some of them are repurposed from sales experts in other fields, and a few are from my personal mentor who has done over \$200,000,000 in sales. All of them have been exhaustively tested out in the field, split-tested against, and optimized based on results. They won't work every single time (nothing ever does), but they'll get you a hell of a lot further than winging it will.

(\*Note – For lack of a better method, this script section is provided in a somewhat-sloppy, list-style format resembling a catalogue. I wanted to make sure you could literally copy my goodies from here, then paste them directly into your own emails and documents for maximum convenience. This format easily allows for that.

So fair warning: if you want pretty pictures, you won't find them here. Maybe try some Disney movies. But if you want to make more money by selling construction jobs, then you'll find what you need for that here.)

#### a. Email Scripts

##### i. Setting the initial meeting:

*"Hi [PROSPECT NAME],*

*This is [YOUR FIRST NAME], the project manager in charge of [PROJECT TYPE] for [YOUR COMPANY NAME]. The next step is for me to come out to take a look at the property, and discuss in more detail what you have in mind for your project. My next available times are:*

- 1. [Tuesday, May 9th at 6:00 p.m.], or*
- 2. [Wednesday, May 10th at 6:00 p.m.]*

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*If either of these times works for you, please choose your preference and confirm via email. If neither of them work, then we will find a different time to meet.*

*Thank you, talk to you soon,  
[YOUR FIRST NAME]"*

### ii. Confirming their meeting time:

*"Hi [PROSPECT NAME],*

*"Excellent. I have you down for [Tuesday the 9th at 6:00 p.m.], and I will see you then!"*

*Thank you, talk to you soon,  
[YOUR FIRST NAME]"*

### iii. Follow-up for when you haven't heard from them in a while:

*"[PROSPECT NAME],*

*Have you given up on this project?"*

(People HATE giving up on something they want, and they hate admitting it (or being seen by others as someone who gives up) even more. So this script presses their buttons a little bit... but it simply works.

I closed a \$43k composite deck last year with this one after the lady didn't get back to me for almost two months. Then after countless other attempts to reestablish contact, I sent this puppy and she replied 30 minutes later with: "No I haven't given up. What was the name of your rep at the lumber place again? I'll call him today.")

### iv. Price delivery for a small job:

*"[PROSPECT NAME],*



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*I have gotten the numbers together to complete your project. This estimate includes the following work:*

- 1. [List out the scope of work in as many steps as makes sense.]*
- 2-N. [Also be very specific with the materials provided so that they understand exactly what they're getting for what they're paying.]*

*The total for all of the above came to \$xxxx and is all covered under our company's lifetime warranty. If this amount fits with what you're looking to invest, please confirm via email. I will then begin preparing your proposal and will follow up with easy next steps for moving forward.*

*Looking forward to working with you!*

*Thank you, talk to you soon,  
[YOUR FIRST NAME]"*

**v. Ballpark/Exact price delivery for medium or large-sized job:**

*"Hi [PROSPECT NAME],*

*I have finished putting together the preliminary numbers for your project as it is currently designed. I have attached our preliminary estimate below, which outlines the general scope of work and numbers involved.*

*Please look it over at your convenience. Then once you are ready to proceed, please confirm via email and we will schedule a time for me to swing by and nail down the remaining details. Then after our meeting, I will be able to put together the formal proposal for you which will cover every aspect of your project in detail, as well as lock in a firm price. Then we can begin coordinating material orders and schedule an estimated start date.*

*Looking forward to working with you!*

*Thank you, talk to you soon,  
[YOUR NAME]"*

*(Note – Attach the proposal as a nice-looking PDF.)*



**vi. Closing contract via email after they approve price:**

*“Hi [PROSPECT NAME],*

*Excellent – I have finished and attached your proposal below. Once you are ready, just print off two copies, sign both, and mail them to our office at [YOUR ADDRESS] along with the down payment. Once I receive the signed proposal and down payment, I will get the materials ordered, lock in your spot in our schedule, and get you your receipt. Then on the day we start I will bring a copy of the signed proposal with me to leave with you for your files.*

*We're currently looking at a start date of [ROUGH TIMING]. Let me know if you have any other questions, and I will keep you updated on the intended schedule as we get closer to the start date!*

*Thank you, talk to you soon,  
[YOUR NAME]”*

**vii. Request for an in-person closing meeting after they approve price via email:**

*“[PROSPECT NAME],*

*Excellent, I will begin preparing the formal proposal for you. I should have it completed on [DAY], so would you [AND/OR HUSBAND/WIFE NAME] have availability for me to stop by on [FOLLOWING DAY]? While I'm there we can authorize the proposal, collect the deposit to secure your spot on the schedule, and go over potential start dates.*

*We're looking forward to working with you!*

*Thank you, talk to you soon,  
[YOUR NAME]”*

**viii. Request for an in-person meeting to go over price delivery when it's over budget:**

*“Hi [PROSPECT NAME],*



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*I'm almost done getting the numbers together for your project now. I think it would be a good idea for us to have one more meeting early next week to go over all the selections, the scope of work, and where the numbers for your project currently sit. Then if you guys are ready to proceed with the current design, I can get started on the formal proposal that evening. Would you have availability on Monday or Tuesday? I'm working near the office that day so any time from [TIME] to [TIME] would work on my end.*

*Thank you, talk to you soon,  
[YOUR NAME]"*

### ix. Request for online review:

*"Hi [PROSPECT NAME],*

*I'm so happy you're thrilled! Could I ask a quick favor? Would you be willing to leave a quick 60-second review on our [Google page](#) here? I would really appreciate it as I take personal pride in doing great work, and it helps out homeowners just like you looking for a reliable remodeler that they can actually trust. It would mean a lot to me.*

*Thank you,  
[YOUR NAME]"*

### x. Getting paid for estimates/consultations:

(Note – This is my go-to script for additions nowadays, or anything structural where they want to know what it will cost before shelling out a few grand for an architect. But of course for custom work you can't know what it will cost prior to knowing what you're pricing, so here's how I make it worth my time.)

*"[PROSPECT NAME],*

*Thank you for sending that info over. I took a look at it and what you want to do might be feasible, but I won't know unless I come out to take a look at both the inside and outside of the house because of all the variables involved.*

*Especially with how nice your home is, my professional recommendation for the best way to move forward with your project is to get an accurate estimate of the scope of*

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*work, and (rough, but approximately accurate) estimate of the cost before moving to the architect stage. Now I would be more than happy to come out and consult with you to help you guys do that, I just can not do it for free. This is because it would take me about 6 hours in order to come out, do the consultation, clarify the scope of work, put together material lists, call each of my manufacturers to get accurate pricing, and then aggregate that data to find the best way to actually get the project done.*

*The best way to do this is to exercise our company's consultation service, where I would come out and go over everything in detail to ensure that you get the project you are hoping for. The amount for this service is a \$300 flat fee, and includes the on-site consultation, design and selection assistance, as well as preparation of rough pricing and a Scope of Work.*

*I've done design consults like this for many years and homeowners find them to be invaluable in helping them get the project they want, for an amount they're comfortable investing. It also helps massively in avoiding unnecessary risk, and nailing down specifics before proceeding to the architect stage. You just can't afford to guess in this industry, especially with the market volatility, wide range of contractor skill gaps, and current supply chain issues.*

*Just let me know if this sounds reasonable, and then we will find a time to schedule the consultation if you would like to exercise this option.*

*Thank you,  
[YOUR FIRST NAME]*

*(P.S. - I've attached the document we use for this type of work below in case you'd like to see it.)"*

[Click here for an example of what my consult agreements look like.](#)

### b. Live Scripts

#### i. Inbound phone call from a new lead:

**You:** "Hi this is [Your Name] with [Business Name], what can I do for you today?"

**Them:** "....."



**You:** *“Well that certainly sounds like something we can take care of for you. So tell me a little bit more about what you had in mind for your project.”*

**Them:** *“.....”*

**You:** *“So it sounds like you’re looking for [Summarize what they said]. Is that about right?”*

**Them:** *“.....”*

**You:** *“Got it. So I think I have a pretty good idea of what you’re looking to accomplish and it all sounds doable so far. Now did you have a specific budget in mind for this project?”*

**Them:** *“.....”*

**You:** *“And did you have a specific date you were looking to have the project done by?”*

**Them:** *“.....”*

**You:** *“Alright, well the next step is definitely for me to come out and take a look at the property in detail. It looks like my next availability is next Tuesday the Xth at [Time], or Wednesday the Xth at [Time]. Do either of those days work on your end?”*

**Them:** *“.....”*

**You:** *“Great, and what’s the address?”*

**Them:** *“.....”*

**You:** *“Thank you. And just out of curiosity ... how did you hear about our company?”*

**Them:** *“.....”*

**You:** *“Gotcha, yeah we’ve been getting a lot of business that way lately. Thanks for the info, I appreciate it. Well, before we hop off, did you have any other questions I can help you with today?”*

**Them:** *“.....”*

**You:** *“Awesome, well it’s been a pleasure talking to you [Their Name], and I look forward to meeting you next week!”*

**Them:** *“.....”*

**You:** *“Yup, you too. Take care. Bye.”*

## ii. Getting the budget:

*“So realistically, what’s your budget for this project?”*

(This is the single most important one on the list. Get the answer to this on the phone if you can, or at the very latest by the time you leave the first in-house meeting. The number they give you influences whether or not you even bother to go out to meet them, the selections you would recommend, how much time it’s worth putting into



preparing their bid, how likely that deal is to close, etc. This single line will save you so much gas money and payroll it's not even funny.)

### iii. Goal for the initial meeting:

*"My goal for this meeting is to listen, find out exactly what you want to accomplish, and then work out the best way to make that happen."*

(You use this sentence at the very beginning of the sales call, right after the greeting and opening rapport building. It sets the stage for the rest of the meeting, makes the prospect feel like you are on the same side, and makes you seem like more of a consultant than a salesman. This coincidentally makes sales a lot easier. And it also happens to just be a great way to conduct business.)

### iv. Finding out what values they're looking to hire for:

*"What criteria will you use to pick the contractor you'll work with? Is it just price, or...\*trail off\*"*

(This script also packs a major punch, because it lets you know – in the prospect's own words – what they value in a contractor. You want to use this one in the middle of the meeting to figure out what is important to this prospect specifically. Do they value price more than anything else? Quality? Little details? Professionalism? Cleanliness? Safety around their kids and pets? Schedule flexibility?

This lets you know how they're evaluating their contractors so that you can position yourself properly and maximize your chances of closing the sale. Since they'll literally tell you what they're looking for... just make sure that you give that to them!

If they say "just price", then it's worth following up with something like: "...so you don't care about customer service, warranties, cleanliness, professionalism, and other stuff like that? Because professional companies are never the lowest price, and you definitely get what you pay for in this industry..." just to feel them out a bit.)

### v. Getting a commitment early to elicit commitment bias:

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*“So you said your budget is around \$\_\_\_\_\_, correct? If I prepare a quote for you and it's under or around that amount, would you be willing to move forward with us?”*

(This one is for the very end of the meeting, and the goal is to get a commitment from them that if you did the work to prepare them a quote, then they would be ready to sign. And if they answer yes, then subconsciously they'll have commitment bias and be more likely to give you the contract since they've already passively agreed that they would do so. They still won't always sign even if they say they will, but I did notice that using this phrase helped a lot to preemptively stop the “we'll think about it”, or “we're waiting on other bids” responses when you pitch them your price.)

### **vi. Locking up schedule slots months in advance:**

*“So the way our schedule works is that we do our projects on a first-come first-served basis. In order to hold a spot in our schedule, we require a fully refundable \$500 holding deposit to be put down. This lets us know you're serious and helps us keep our schedule in order.*

*Now here's how this works. The check will remain uncashed, and it is 100% fully refundable up to 4 weeks before the start date. So if you want to cancel your project at any point before then, I will simply void the check and mail it back to you. And if you choose to continue with the project, the \$500 will be taken off the down payment that is due when we sign the contract.*

*Now we currently have [X] of these holding deposits that are reserving the spots from now until [MONTH]. So if the ballpark estimate I give you is in line with what you're looking to invest into your home, would you be willing to put down this \$500 to hold your place in our schedule?”*

(You know you've got a solid prospect when they are very open to this concept. If they get squirrely at this point then you know they're just price shopping. Besides, you know they're not handing out \$500 checks to 3 different contractors so you know you have the sale in the bag once they hand you the check. This is how you get commitments for \$100k projects months in the future – even when you don't know what materials will cost – with just a small check that you don't even need to deposit.

[Click here to see a blog post I wrote breaking down this subject in more detail.](#))



### vii. Warranty script:

*"...And of course all of our work is covered under our 1-year/3-year/lifetime warranty so that you can feel safe knowing that if something happens 6 months from now, we'll come back to fix it."*

(Most contractors have a warranty of at least 1 year or so. But they never actually tell their prospects about it! Customers want to know what happens if something breaks in 2 months. They're terrified that they'll have to get the whole thing redone. So if you offer a warranty, make sure to tell them about it right after you give them the price. This is called a "safety mechanic" in the ad business, because you're making it safe for them to buy.

Note – I've found the best results with offering a "lifetime warranty" on our craftsmanship where, *"If any time until the day I die or go out of business, something goes wrong and it was the result of a flaw in my craftsmanship .... I'll come back out and fix it at no charge."* Now of course that's quite a big statement, but it really packs a punch and gives your company a competitive advantage that anyone can understand.)

## 2. Simple Sales Documents

### a. Customer Info Sheet

When a lead first contacts you, you need a system for quickly (1) figuring out what they want, (2) figuring out if you can give it to them, and (3) collecting as much useful information as possible. The best way to do this is by using the "Inbound phone call from a new lead" script from the previous section, while writing down all the info on a physical lead info sheet.

[Click here to download my proven Lead Sheet template.](#)

### b. Lead Tracker Spreadsheet

As your business grows, you'll get to the point where you're generating 5-50 new qualified leads per week. So what's the best way to manage all that info and make sure you're not letting sales slip through the cracks?



Well what I've found to work the best is a 2-part system. (1) First, my sales guys/project managers keep their leads organized with a simple 1-page lead tracker that they update every week. (2) Then, on the 1<sup>st</sup> of every month, I add all of the new customer/lead data into our CRM (Customer Relationship Management) spreadsheet. The 1-page lead tracker makes it easy to see at a glance where all our current leads are at in the sales process. Then the CRM serves as a collection of useful data that I can analyze for valuable insights like where most of my leads are coming from, our average kitchen bid price, etc.

Physical - [Click here to download the simple 1-page lead tracker.](#)

Digital - [Click here to download a wholeass custom CRM spreadsheet.](#)

### c. Selection Search Engine Sheets

You know what sucks for a prospect? Not only do they have to spend countless hours trying to find a contractor that they can trust, but if they need a project done where they have to make their own selections... they have to figure all of THAT out for themselves too. For someone who isn't in the industry, that's a whole lot of time and headache. So... what if you gave them a shortcut? If you could save them a whole bunch of time and pain during the selection process – before they've ever given you a dime – they would probably be pretty thankful, wouldn't they? They'd probably trust you a lot more and be more likely to hire you, huh?

Enter the “*Selection Search Engine*”. What I've done at my company is to create, for each type of project, a list of the best places to go in town for each selection. I also include all the contact info... including specific employees to look for, alternate options if Option #1 doesn't have what they're looking for, design considerations, etc. And I wrap this all up in a neat document that I bring with me on all my sales meetings. These selection sheets work like a charm, and the students in my mentoring program routinely report massive close rate increases after implementing them.

[Click here to download an example Selection Sheet template.](#)

### d. Proposal Form, Contract Form, and Change Order Form

While signing contracts is second nature to us, most homeowners get nervous at the thought of signing legally binding documents. And they specifically don't like not knowing what they'll be signing ahead of time. So to put them at ease, always carry with you a copy of every piece of paperwork a prospect would ever have to sign during the process of working with you. Then

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you can walk them through it and show them it's not so bad. And if they proactively ask to see something, you can avoid being caught with your pants down.

And while it's beyond the scope of this Simple Sales Guide to provide templates for legally binding contracts... I DO have templates for those available as part of my *Markup & Marketing Mastery Program*. So if you want to skip the obnoxious task of creating updated, beautiful (and sue-proof!) paperwork for your business, then you can get plug-and-play templates for all of the paperwork you would ever need to run a million-dollar-per-year contracting business by [Clicking Here](#).

### 3. The Simple Sales Shortcut

**Problem:** You need to convey why you're better than the competition, but people tune out sales talk.

**Problem:** You're dog-tired after a day in the field and your sales brain just isn't working today.

**Problem:** You're an introvert and you get heart palpitations just THINKING about face-to-face sales.

**Solution:** Skip the verbal pitch, and give them the goods in a gorgeous pre-optimized written format.

There might be a lot of things that the customer cares about. Like your insurance, warranty, schedule, etc. But listing all those out verbally sounds very salesy so people will just tune you out. The better way is to have all your company info and competitive advantages put on a folder, which you give to them at your initial meeting with them. They always look at it right after you leave because it's pretty and feels like a useful gift. I like folders rather than anything else like flyers or brochures because you can put your selection checklists in them, and most serious prospects keep a folder about their project anyways. You might as well have them using yours instead of a competitor's or a plain manilla folder!

[Here's a link to a detailed video on this topic](#) from my *Markup & Marketing Mastery Course*.

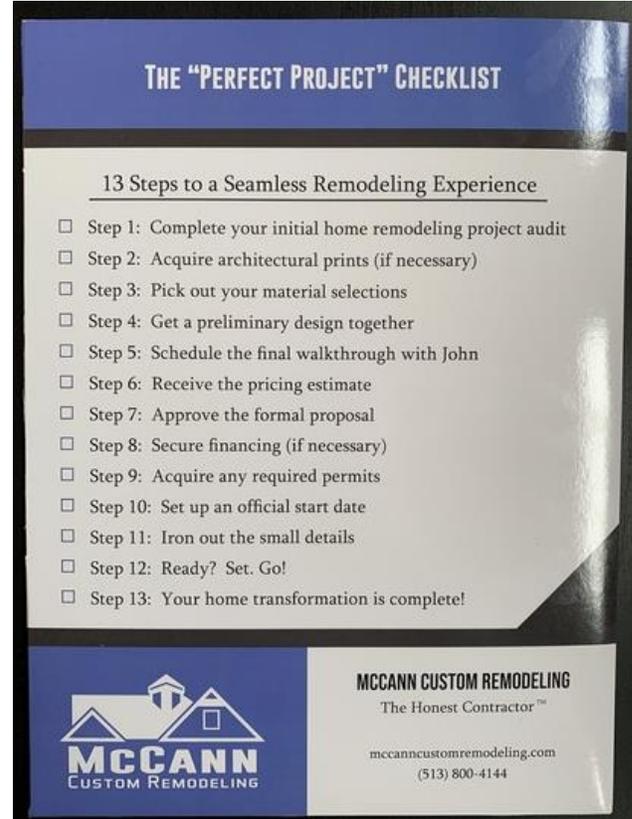
And here's pictures of the exact folder I'm using right now to close everything from \$30,000 decks to \$300,000 additions:

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(\*Note – If you don't know how to design something like this, and you want professional quality at a price way less than a design firm or full-service print shop would charge, shoot me a quick email at [patrick@mccannxmedia.com](mailto:patrick@mccannxmedia.com) and I'll send you the contact info of my graphic designer.)

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## FOR CONTRACTORS



Before



After



After



Before

### WHO WE ARE:



John and Patrick McCann are the father-and-son founders of McCann Custom Remodeling.

They started the company in 2002 under the name of "McCann & Son Builders", but then rebranded to McCann Custom Remodeling in 2015 to reflect their new focus on custom design & build renovations.

Today, through an integration of people, processes, and technology, they believe they've perfected the formula for the best possible remodeling experience. Now they are working nonstop to bring it to as many homeowners as possible, and restoring people's trust in the remodeling industry.

### OUR MISSION:

- To consistently provide top quality work at a fair price, for every project we build.
- To deliver the best customer service in the entire home improvement industry.
- And to always communicate with perfect honesty and full transparency.

[McCannCustomRemodeling.com](http://McCannCustomRemodeling.com)

(513) 800-4144

Have

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# SALES GUIDE

FOR CONTRACTORS

**Before**

**After**

**THE "McCANN ADVANTAGE"**

- You get instant access to 53 years of experience in the industry.
- You get over 81% higher quality than industry standards. (We measured.)
- You feel safe knowing you're covered by our \$2,000,000 insurance policy.
- You gain access to our convenient "Selection Checklists" that save you time & money.
- You will enjoy only the most professional people, service, vehicles, and uniforms.
- You get accountability because we only do 1 job at a time. We're here every day until it's done.

**OUR SERVICES:**

- Project Consultation & Planning
- Remodeling Design Service
- Kitchen Renovations
- Bathroom Remodels
- Basement Transformations
- Wood and Composite Decks
- Room Additions
- Windows and Siding Replacement

4 Have a Question? Email [John@mccanncustomremodeling.com](mailto:John@mccanncustomremodeling.com)



### III. PART 3 – THE SIMPLE SALES SKILLSET

Probably the best sales advice I ever got when I was younger was just four words: “Make. Them. Feel. Important.” The more that I’ve focused on doing that, the better my results have been, regardless of whatever else I’m split-testing at the time. Every single man, woman, and child on the face of the planet wants this singular feeling of importance, and if you can give it to them then you’ll have no trouble making sales.

Now as for how to actually do that, you only really need to do two things: (1) show them that you’re really listening to what they’re saying and that you understand what they want, and (2) continue moving the ball down the field in a way that keeps you in control... but gives them all the credit. I’ll show you how to easily accomplish both of these goals with just a few simple communication techniques.

#### 1. Active Listening Made Easy

I’m sure you’ve heard the old sales tropes about how “the listener is the one in control of the conversation”, and “active listeners make more sales”, etc. But did they actually explain what active listening means or exactly how to do it in the most optimal way? Not likely. Well here’s how.

Active listening is about making the prospect feel heard, understood, and special. And doing it in a way that is (1) easy to do, (2) easy to REMEMBER to do, and (3) low cost to you from a business standpoint. You can accomplish all of this with just 3 verbal communication techniques: mirroring, labeling, and summarizing. Examples of how to put these techniques into practice are provided in **section d** below.

##### a. Mirroring

"Mirroring" is a very potent technique that shows the prospect you’re paying attention, that you care about their needs, and that you’re actually interested in hearing what they have to say. You do it by repeating the last (or most important) 1-3 words that the other person just said. This makes them feel heard, and invites them to provide more context for what they’re saying which can help you better position your company as the optimal solution for them.

I use this technique a lot when more clarification is needed in order to understand what the prospect really wants, or if they start telling me a story and it’s obvious that I’m supposed to pay attention and contribute. Mirroring is also a very easy shortcut to rapport if that sort of thing doesn’t come naturally to you.



### b. Labeling

Labeling is the technique of correctly identifying and then verbalizing the emotions and thoughts that the prospect may be experiencing during the conversation. It is usually phrased as a statement that assigns a label to their emotion or experience (which lets them know you're listening and that you understand their perspective), followed by a request for confirmation.

Templates:

*"It seems like you're feeling \_\_\_\_, is that right?"*

*"It sounds like you want \_\_\_\_, is that correct?"*

Labeling is your main shortcut to establishing empathy, dealing with any negative emotions that the prospect has during the sales process, or establishing a feeling of mutual understanding.

### c. Summarizing

Exactly what you would expect, summarizing is the technique of summing up what they said in your own words, then asking them to confirm it. It's very similar to labeling, but used more in the context of clarifying relevant information so that you can move closer to the sale, rather than creating rapport or addressing the prospect's emotional needs.

### d. Examples

Almost everything I say to a prospect during the sales process is either (1) a script from the script section, (2) asking a question/providing information that will help the prospect move towards a signed contract, or (3) one of these active listening techniques. That's literally 90% of the words that come out of my mouth, and it's both efficient and extremely effective.

Here are some real examples from some of my recent sales meetings of me putting these techniques into practice:

#1:

**Prospect:** *"...And then believe it or not, when I had the carpet taken up, the old owner had put down SAND under the carpet."*

**Me:** *"Sand?"* [MIRROR]

**Prospect:** *"Yeah, like children's play sand. Over the whole subfloor!"*

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**Me:** *"The WHOLE floor?"* [MIRROR]

**Prospect:** [Lengthy rant about the previous homeowner's escapades that ultimately ended with:] *"It was crazy! Sorry about the rant, but I'm glad you understand what I've been dealing with and why I'm bringing someone like you out to do things right."*

### #2:

**Prospect:** *"I'm really not sure what kind of flooring I want yet in the kitchen. I've seen a lot of those floors lately that look like hardwood but aren't really hardwood, but I'm not sure how that works."*

**Me:** *"Hardwood that isn't really hardwood?"* [MIRROR]

**Prospect:** *"Yeah, it's some kind of laminate or something. Really I want something that doesn't look too different than my hardwood in my other rooms, but won't get ruined from water damage."*

**Me:** *"Water damage?"* [MIRROR]

**Prospect:** *"Yeah I had a leak when I was out of town and as you can see, it kind of wrecked the floor."*

**Me:** *"Wow that sounds really frustrating."* [LABEL]

**Prospect:** *"Yeah it sucked. Kind of ruined my vacation."*

**Me:** *"Oof. Well it sounds like you're looking for something like LVP, which is a vinyl product made to resemble hardwood while being completely waterproof. That way it matches the hardwood, but if your dishwasher leaks, fridge leaks, or sink leaks you don't have to worry about water damage."* [SUMMARY]

**Prospect:** *"Yeah that's right, that's exactly what I want! Can you install that for me?"*

### #3:

**Me:** *\*While walking towards the kitchen I'll be remodeling soon\* "This is a really cool mushroom statue by the way."* [RAPPORT]

**Prospect:** *"Oh yeah, we're really big mushroom people."*

**Me:** *"Mushroom people?"* [MIRROR]

**Prospect:** *"Yeah a lot of people think mushrooms are just plants and they don't realize how crucial fungi are to the environment. I'm an environmental consultant so that's a big part of what I do."*

**Me:** *"Environmental consultant?"* [MIRROR]

**Prospect:** *"Yeah my company travels around and helps out parks, governments, and businesses to create environmental policies and measure their effect. The travel can be stressful but I like it a lot."*

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**Me:** *"It sounds like you're really passionate about your work. Will that influence your choice of materials for the kitchen?"* [LABEL + CONVERSATION PIVOT]

**Prospect:** *"I am! And yeah that's why we're thinking about going with a wood countertop and clay tiles for the backsplash. And a shade of green for the cabinets. Thanks for asking! My wife and I are so excited about our kitchen, we've been looking for the right contractor for months."*

### #4:

**Me:** *"So what criteria will you use to determine who you'll hire to do your project?"* [SCRIPT]

**Prospect:** *"Well, overall price is important, but I don't mind paying a bit more for someone who's professional, you know?"*

**Me:** *"Professional?"* [MIRROR]

**Prospect:** *"Yeah, like if I send an email I don't want to wait 3 days for a response. I'm kind of hoping to find someone who cares enough to answer my question that same day."*

**Me:** *"That same day?"* [MIRROR]

**Prospect:** *"Yeah that's right. I don't think that's unreasonable right? Like I know you're busy but I've reached out to 3 other contractors and they didn't get back to me very quickly."*

**Me:** *"It sounds like you recognize that there's more to running a successful construction business than just picking up materials and building things haha. Sounds like you want someone who is a quick and honest communicator, is that right?"* [LABEL]

**Prospect:** *"Yeah exactly. That's what you guys have been doing and I feel really comfortable working with you. How far booked out are you?"*

(\*Note – Notice the ratio of effort vs. effectiveness here. These techniques aren't exactly complicated or hard to use. But they can have a massive impact on your odds of closing a deal.)

## 2. Leadership – Taking Control WITHOUT Taking the Credit

Pro tip: prospects usually think they want to be in control. Most don't. What they actually want subconsciously is to feel that YOU'RE in control of everything... but that THEY could take control at any time. Mainly they want to feel special and important and like they are being served. Now this is subtle but important. They want to feel that they're responsible for having made everything happen, but without having to actually do anything. But FEEL like they did... and then tell their friends and neighbors about their accomplishment.

(Picture a husband proud that he "made the thing happen" for his wife and kids. Picture a wife happy



to brag to her friends about how her husband found an amazing contractor and made her kitchen dreams come true. This is what you're going for.)

Now don't get me wrong, you and I both know that it's YOU who did all the work. And you should be proud of that. But don't let it get in the way of the customer's feeling of accomplishment and pride of having accomplished a goal. They want to think to themselves *"I had the bathroom done."* Notice how this gives them the credit and power. Never ever interfere with that feeling.

Here are the three techniques for making sure that you maintain constant control of the sales process, and keep the ball moving down the field without ever stepping on the client's toes or taking any of the credit for yourself:

### a. Leading Questions

A "leading question" refers to a carefully crafted question designed to guide or influence the prospect's response towards a desired direction. It is often used to subtly steer the customer towards a positive outcome, move them towards the next step in the sales process, or to reinforce the benefits of your service.

A lot of the scripts from the script section of this guide are examples of good leading questions. They're structured to be open-ended so that the prospect can maintain freedom of choice in their response (and thereby maintain their sense of control), but still keep the conversation moving in the direction it needs to go to get the job done.

#### Examples:

*"So realistically, what's your budget for this project?"*

*"So what criteria will you use to determine who you'll hire to do your project?"*

*"So what didn't you like about your experience with your last remodeling project?"*

*"How do you propose we ensure access to the house while you're on vacation so that we can keep working?"*

Remember: it's your job to find out what their problem is, then solve it in exchange for money. So take the lead and walk them step-by-step towards the correct solution.

### b. Affirmative Responses



When a prospect answers one of your leading questions correctly, you use an affirmative response to let them know that their answer was correct, you agree with their answer, or that they are on the right track.

### Examples:

**You:** *"So realistically what's your budget for this project?"*

**Prospect:** *"I was thinking about \$15,000 or so."*

**You:** *"Got it. Yeah I think that's reasonable for a project of this scope."*

**You:** *"Have you decided on a countertop material yet?"*

**Prospect:** *"Yeah we were thinking granite because we like the typical "granite look", and we like the idea of not having to worry about chipping it or anything. Is that what you would recommend?"*

**You:** *"Yeah if you like the look, then I think granite is a great choice. Here's how the granite selection process works..."*

However, when a prospect answers a leading question with a bad or insufficient answer, you do NOT want to affirm it. Instead you want to use mirroring (see previous section) and/or a follow-up question to make them rethink their answer or provide more context for why they answered that way.

### Example:

**You:** *"So realistically what's your budget for this project?"*

**Prospect:** *"I was thinking about \$3,000 or so."*

**You:** *"\$3,000?"*

**Prospect:** *"Yeah my friend did her bathroom back in 2019 for about that amount."*

**You:** *"I see. And her bathroom was a full gut like this, including new tub, tile all the way to the ceiling, new floor, and a new vanity and toilet?"*

**Prospect:** *"Well she only redid the floor and the vanity, then I think her husband laid the tile for the shower."*

**You:** *"Okay got it. So it was a lot less work, some of which they did themselves to save money, and it was done before inflation made everything a lot more expensive, right?"*

**Prospect:** *"Yeah, I guess so."*

**You:** *"Thanks for clarifying. Because at today's material costs, a more realistic number for this project is in the range of \$xx,xxx - \$xx,xxx, assuming you wanted it done right by a professional using good quality materials."*

(\*Note – Also never tell them what they should or shouldn't do: that assumes you know them and know what's best for them. Many people will take that the wrong way. So never say "You



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should \_\_\_\_”, and instead phrase everything as “Here’s what I would do in your situation”, or “Here’s what I would do if it were MY house”, or “You’ll probably want to consider doing \_\_\_\_\_, and here’s why.”)

### c. Setting Expectations

If you don’t set expectations for the important aspects of the sales & production process, then your prospects automatically will. And this is not in your favor because when you allow THEM to create their own expectations, they’ll make assumptions... many of which will be false because they have no idea how the construction industry works, and they think lumber just grows on trees.

So it’s in your best interest to set expectations for everything you can ahead of time.

#### Examples:

*“Here’s how we work: we’ll show up here by 9:30 a.m. every day from Monday through Friday until your project is done. I’ll be your sole contact for your project, so if you have any questions please email me directly. I usually respond the same day, but I do my customer meetings at night so it may take me until the next day to get back to you.”*

*“Here’s the next step in the process: I’m going to go back to the office and get started on your proposal. It’s going to take me about 5-6 days to get back to you with an estimate because if you want the estimate to be accurate, I first have to meet with my electrician, my truss engineer, and my lumber supplier to get their part of the pricing.”*

*“Now I don’t want you to think I’m nickel-and-diming you or anything, because that’s not my intention. But what you’re asking me to do now is quite frankly a lot more work than what we had agreed upon in the proposal. So if you want me to do that additional work, that’s fine and I would be happy to, I just can’t do 6 hours of extra work for free. Does that make sense?”*

**Kitchen Contract Soffit Clause** = *“It is assumed that the kitchen soffits are mostly empty. If soffits are opened up and a lot more work than previously estimated will be required to remove them, Contractor is not expected to bear that additional cost. An allowance of up to \$500 of extra work is included at no additional charge, but any work required in excess of that amount will be done at additional charge, to be taken care of via Change of Work Order form.”*



## IV. PART 4 – SIMPLE SALES TIPS & TRICKS

This section lists a bunch of tips & tricks I've picked up over the years from doing battle in the trenches. I list them in rapid-fire format, in rough chronological order. May they serve ye well.

(A word to the wise – some of these may seem small, but forget or neglect them at your own peril. I've won and lost hundreds of thousands of dollars from small details such as these. You never know when some small 1% detail will matter. Ye've been warned.)

### 1. Smile when you're on the phone.

The person on the other end of the line can sense what kind of mood you're in. So when you smile – even if it's fake – you will literally sound like you're more friendly. And since homeowners are normally nervous when calling a contractor for the first time, being extra friendly gives a better 1<sup>st</sup> impression. And a better 1<sup>st</sup> impression = a better chance of closing the deal.

### 2. Single-syllable names meaningfully outperform 2 or 3-syllable names.

If applicable, shorten your name to one syllable. For example, my name is Patrick, but I go by "Rick" at my construction business meetings. Jimmy should be "Jim", Donald should be "Don", David should be "Dave", etc. It's okay if you're not used to it, but studies have shown that it measurably increases sales performance so it's good to know.

(\*Note – this tip does not seem to apply to women. When tested, the number of syllables in a woman's name had zero statistical correlation to outcome.)

### 3. Convert everything to benefits.

This may sound like basic sales knowledge – and it is – but people STILL don't do it enough. EVERYTHING you say should be about them. Now I get it, you've gotta explain why you're different than other companies. Of course. But that being said, anything you say about yourself or your company should be clearly explained as a benefit to them. Your template for this is *"We do X, which leads to better Y for you."* Example: *"We do 1 job at a time, so that you know we're not going to randomly disappear for a week."* Or, *"We install our crown in this way, because it results in cleaner*



*edges and a cleaner finished look.” Whenever talking about yourself, remember to explain what’s in it for them.*

#### 4. It takes 20-30 touch points to close a job.

A “touch point” is an instance of communication between you (or someone representing your company like a showroom rep) and the prospect. Every email, call, meeting, etc. is a single touch point. Back before COVID it used to take only 7 touch points on average to close a deal. Now it takes about 30 for even medium-sized jobs. Don’t fight it; don’t wish it weren’t so ... just accept it and blow through them quick.

I like to use this general order:

- a. Initial phone call or email
- b. If they emailed first, convert to phone call to discuss their project. If they phoned in first, send them a confirmation email of the date of the in-person meeting.
- c. Automatic text reminder (using software) the day of the meeting reminding them of the meeting.
- d. The actual meeting itself.
- e. Immediately mail them a thank you card when you get home.
- f. Send them a quick email summarizing what you talked about at the meeting.
- g. If the bid process will take longer than a week, send a check-in email after 5-6 days giving them a quick update and letting them know you’re still working on putting it together.
- h. The emailed proposal / The email you send to set up the price delivery meeting.
- i. Any follow-up meetings or correspondence.

After accounting for your emails to them, their emails to you, and all the other communication involved this will generally get you close to your 20-30 touch points required to make them feel comfortable handing you money.

#### 5. Don’t text your prospects.

People text their parents, children, friends, etc. You’re a professional, so only text when you are responding to a text from a prospect or customer, and then try to shift the conversation back to email. Texts are also prone to autocorrect issues, miscommunication, and early sending mistakes. And some email clients like Gmail have 5-second take-back buttons after you press send, which has saved my ass more times than I can count. As far as I know, no standard SMS (texting) software has that capability.

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(Perfect example: Just this year I had a lady try to refuse to pay us the final payment because I used a smiley face in a text to her... and she took that as sarcasm and went all hell-hath-no-fury on me. I swear, you can't make this shit up.)

### 6. Schedule meetings on a Tuesday, Wednesday, or Thursday.

On average, people are in the best mood on Wednesdays and Thursdays. (They know they're more than halfway through the workweek.) But Sales suck on Fridays. (Nobody cares about you then; they just want to relax.) Mondays are risky because some people just hate Mondays and are primed to be negative about them.

For optimal results, schedule your meetings for Wednesday, then Thursday, then Tuesday, then Saturday, then Friday, then Monday, then Sunday in that order.

### 7. Dress for success.

When meeting a prospect at their house, you'll get the best results when you dress well. This means a long sleeve button-up dress shirt (in your company color) with your logo printed on the front, black dress pants, black wingtip dress shoes, and a black belt.

Example Picture:



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The prospect has a ton of priorities, including but not limited to: keeping the house clean, showing off to the neighbors, not shaking a hand covered in grease, etc. Know what solves all of that? Showing up dressed far better than they expect. 10 birds, 1 stone. Also, it's proven that you perform better when you feel higher status, which you can get by dressing up. It changes your psychology (mindset) and therefore your physiology (body language).

(Listen, I know this sucks, and it's inconvenient as all hell, but I'm telling you: Every. Single. Contractor. that tries it increases their sales. Customers don't care if you just got done at a jobsite. They don't care if you've got to go back to a dirty jobsite afterwards. They want you to show up clean, and dressed like this, and if you do so you will be HANDSOMELY rewarded for it. I don't care what you have to do to make it happen, because this one tip is worth thousands to your annual bottom line.)

### 8. No facial hair, and no hat.

It's been proven that if you cover up any part of your face or head it reduces trust, and therefore reduces sales. This is because people judge their interactions with other people based on facial body language. If they can't see part of your face, it makes them subconsciously uneasy because they can't recognize your body language as quickly and easily. This makes them put up their guard more. More guard = less trust, which obviously hurts your chance of making the sale if your competition shows up clean-shaven. There's no reason to handicap yourself needlessly, so make sure that you have no more than 3 days of beard growth.

### 9. "Sans shoes?"

When you step through the front door the first time, always ask "*Would you like me to take my shoes off or anything?*" There are legions of people nowadays that take their shoes off at the door and only wear sandals or slippers inside to reduce the amount of cleaning they have to do. So always ask if you should remove your shoes at the door. They'll always be grateful you asked, they'll almost never say yes, and if they DO say yes ... then you just saved your ass from blowing a potential deal.

### 10. Remember the dog's name.

The customer will expect you to, and the dog will be happy about it. Dogs were bred to protect people, so people subconsciously trust their dog's instincts. Dog doesn't like you, no sale. Dog likes you, better chance of closing the deal.



### 11. Make THEM state a \$ figure first.

Never EVER throw out even a rough ballpark price before they give you their budget. This is because of a cognitive bias known as “price-anchoring”, which means that a prospect will always take the first number used in an interaction and lock that in their mind as their frame of reference for your offer. You need to find out what they have in mind first as an expectation, so that you can use this information to increase the odds of closing the deal. If they quote a reasonable number, you can tell them it’s reasonable for a project of this scope and safely move on. If they say something unreasonably low, then it gives you a chance to provide helpful context that will make your eventual price presentation something they can rationally justify accepting.

Throwing out a number first is also a no-win scenario for you. If you say something lower than they were expecting, they’ll hold you to that number and you’ll lose the deal if you come back much higher for the actual proposal. But if you say something higher than they were expecting, they’ll immediately go into an emotion-driven defense mode which makes your job 100x harder. So always make them state a dollar figure or at least a range before you do.

### 12. The Magic Word: “Because”

It turns out that if you’re asking for a favor, you’re more likely to get what you want if you provide a reason why you’re asking. Even if that reason is circular logic or doesn’t actually make any sense. This is because people like to have a reason for the things they do, and they don’t want to just do you a favor without having one. So any time you ask for something, follow it up with “...because \_\_\_.”

#### Examples:

*“Hey Dan, is there any way you could pick out your vanity by next Tuesday? Because that would make it much easier for us to finish your project on time.”*

*“Could you meet this Thursday instead, because I had a material delivery get rescheduled.”*

*“Can you write us a check instead? Because credit card processors charge us a 3.00% fee.”*

*“Can I have a senior citizen discount, because I’m a senior citizen.”*

### 13. Let them know what to expect.

A recipe for disappointment: a mismatch between expectations and reality.

A recipe for excitement: something happening better or sooner than you expected.

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If your prospect expects something to happen (even if it's completely unreasonable) and you don't deliver, you are allowing yourself to be set up for failure. To proactively prevent this from happening, it's always best to let them know what to expect ahead of time whenever possible.

Examples: I expect to get your estimate to you by this date. I expect we'll be ready to start your project on January 28<sup>th</sup>. I expect the cabinets to be ready in 10 weeks. I expect the project to take about 10 working days. Etc.

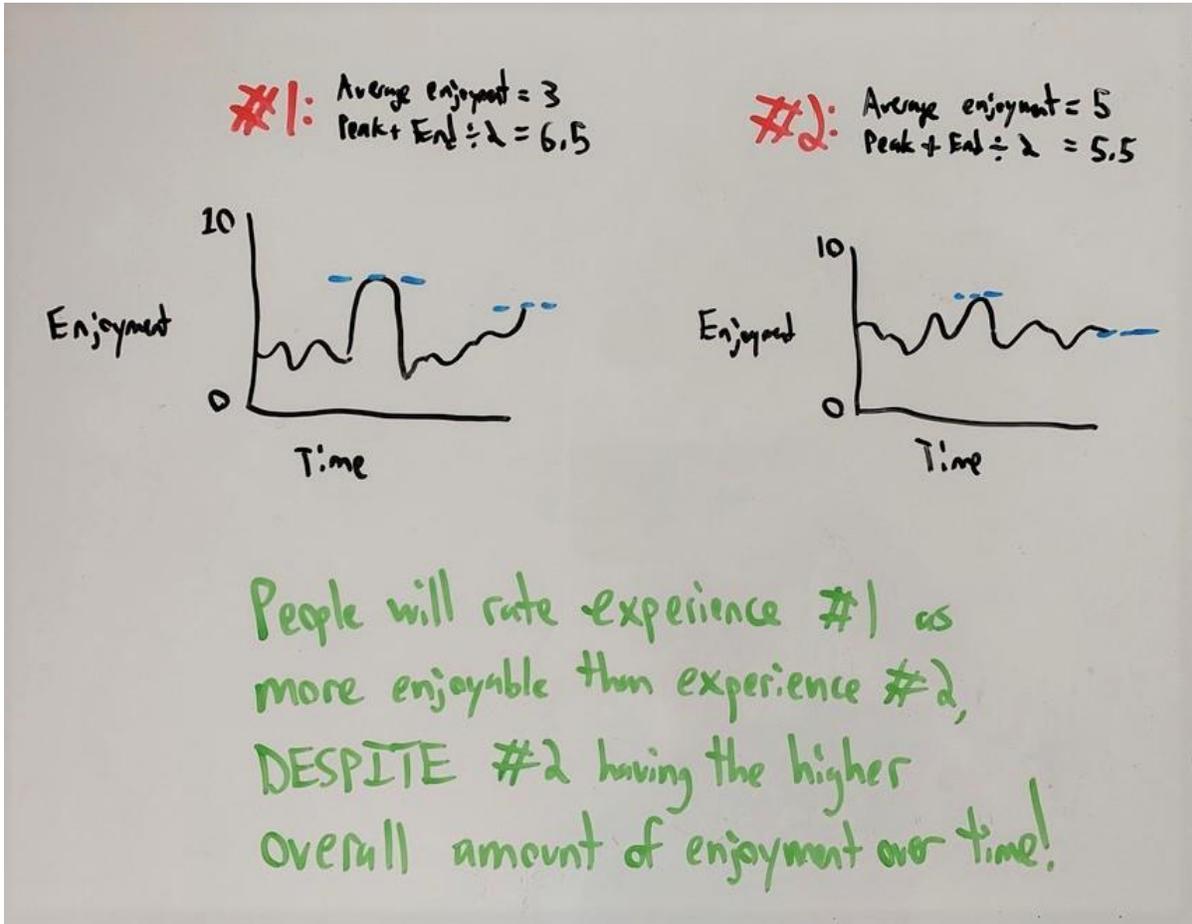
To add to this, I recommend giving yourself some leeway as well. If you think the project will take 5 days, tell them you expect it to take 7. This is because you never know when something is going to come up and cause a delay, and also because if you do something better or sooner than expected, it causes the opposite of disappointment: happiness or excitement. (Both of which are conducive to making a sale.)

#### 14. End on a high note.

This one is a bit complex, but I'll try to make it simple. Recent psychological studies have shown that when people commit an experience to memory, they don't actually remember the whole thing. They might remember most of the data presented, sure, but when remembering whether the experience was positive or negative (and HOW positive/negative it was), it turns out they use a gigantic shortcut.

Instead of committing the whole experience to memory (which would be very energy-intensive on the brain)... what they ACTUALLY do is just take the point of maximum amplitude, add it to the final moment, then average them together. So when someone has a "good" experience, they just remember a high peak, add it to how they felt at the end of the interaction, divide by 2, then THAT feeling is what they remember. (Ditto for a "bad" experience, but using the lowest trough instead of the highest peak.)

So if you want your prospect to remember their interaction(s) with you as positively as possible, make sure to create the highest peak you can at some point during the interaction, then end with the highest peak you can manage. I like to do the former with a cool *"You may never have realized this about your home, but check this out!"* type of moment where I teach them something about their home's architecture that they can relate to. Then you can construct a nice high point at the end using either rapport, humor, or if all else fails, a simple smile.



### 15. Break it down.

When presenting your offer (whether by email or face-to-face), break down the scope of work into as many separate pieces as reasonably possible. Here's why:

- a. The more steps & info you include, the more the value of your service increases in comparison to the price. Good contracting customers don't buy based on price; they buy based on value gained per dollar spent. So increasing the number of steps in your quote is a good way to raise perceived value-per-dollar. For example, "clean worksite and haul off debris" should be split into two separate steps. This makes it seem like they're getting two things for their money instead of just one.
- b. It makes you look better in comparison to anyone else they would have gotten quotes from. Compare this approach to a different contractor who might have just sent them an email along



the lines of “*Customer name, The total amount to do the bathroom work we discussed came to \$x,xxx. Let me know if blah blah blah.*” All other things being equal, you’ll win the contract no contest.

- c. This approach makes it easier for the homeowner to understand and picture in their mind. By breaking your quote down into small packets of info they can understand, they will be better able to imagine the construction process. And if they can picture your work in their mind more easily than a competitor’s, they’re already imagining working with you. That’s huge!

And provide the price only after the scope of work breakdown, so that they anchor the price to the value provided first.

### 16. Never use decimals in your quotes.

As carefully considered and artfully crafted as your offer may be, people will often just glance at the price and make a snap judgement call about whether they feel it’s fair or not. The prospect doesn’t want to be sold; they don’t want to see the price. I’ve even seen some homeowners turn their head to the side, squint a bit, and look down at the price out of the corner of their eye, like they’re trying to avoid direct eye contact with the thing.

So if people are going to quickly glance, make your price look small. Don’t include cents in your price. At first glance, \$1786.20 looks bigger than \$1787. Use the one that looks visually smaller, and they’ll interpret it as actually being smaller, even if you rounded up.

### 17. If your prospect’s mouth opens, yours should shut.

This tip is mainly for extroverts who are surprised to discover that not everyone shares their communication style. Especially introverts and/or very logical people, who make up about 35% of the population. The way their brain works is they internalize what you’re saying, pause to collect their thoughts and organize them, then open their mouth to convey what they want to say in a succinct manner. Since they put a lot of energy into preparing what they’re about to say, if you halt that process it’s very disrupting. Your prospect will get very annoyed, even if it seems like it’s no big deal to you.

As one of those analytic introverted people myself, I’ve actually turned down several \$1000+ offers I was super interested in buying just because the salesperson interrupted me too many times. These sales should have been easy lay-ups for them, since I called in with my credit card literally in my hand, but they lost thousands of dollars in sales just because they pissed me off. One interruption per



conversation is obnoxious, but forgivable. Interrupt two times though and you're probably destroying your close rate. Remember: you make more sales with listening than you do by talking.

### 18. Forecast failure.

Daniel Kahneman won a Nobel Prize for showing that if you're trying to get people to act under conditions of uncertainty, potential losses are psychologically more powerful than potential gains. So if you want to persuade someone to do something, forecast all the ways their lives will become worse if they don't do what you want them to do.

#### Examples:

**Prospect:** *"I'm not convinced I need to redo my whole roof. Can't we just repair the spot where it's leaking?"*

**You:** *"I could do that for you, sure. But the thing is, that leak you noticed was caused by a popped shingle on your roof, which happens when the roof is nearing the end of its lifespan. And when one shingle starts popping, more are likely to follow. And next time you may not notice the leak because it's over the attic and by the time you do, you could have thousands of dollars of extra mold and water damage. Then you'll have to replace the roof anyway, plus spend countless hours dealing with the insurance company, who's not going to pay for the full repair amount either. That's why I recommend doing the whole roof now: that's going to save you the most time and money in the long run, does that make sense?"*

**Prospect:** *"These cabinets you're recommending are kind of expensive. Can I just get them from Home Depot?"*

**You:** *"You certainly COULD get your cabinets from Home Depot ... but here's why you don't want to. First, I've used Home Depot cabinets many times in the past and they're just simply low quality. Home Depot subs out their production to the cheapest bidder, and it shows through in the cabinet quality. Three years from now when the laminate is peeling off and the doors warp, you're going to be really unhappy with them. Also, Home Depot's customer service is atrocious. Two years ago they kept my client waiting for three months after THEY screwed up the production of a kitchen island side panel ... AND they wanted her to pay for the replacement. It was unreal, and my client was miserable. That's why it's worth it to pay the extra 30% for a better cabinet line from a real cabinet company. Does that make sense?"*

**Prospect:** *"I could probably find someone to do this cheaper."*

**You:** *"I'm sure you could ... if you wanted to take that kind of risk."*



## V. PART 5 – SIMPLE SALES FOLLOWUP RESOURCES

### 1. Action Step Checklist

So you've finished the guide – now what? Well all the knowledge in the world ain't worth a lick of spit without execution, so it's time to start putting into practice what you've learned. Here's a 1-page Action Step Checklist for what to do next to make sure you convert your new knowledge into new sales. I highly recommend you print it, hang it up somewhere visible, then fill it out as you complete each step. This will ensure that you improve your sales as quickly as possible.

[Click here to download the Action Step Checklist.](#)

### 2. The Simple Sales Cheatsheet

This is your 2-page reminder of what this guide has taught you. For the highest retention of information over time, I recommend you revisit it often. Many of my students keep the sheet in their vehicles for looking at right before walking into a sales call. That's a darn good idea, if I do say so myself.

[Click here to download the Cheatsheet.](#)

### 3. Booklist

If you want more, here's a list of the top 3 books for further improving your sales ability. However, you'll immediately notice that none of them are written about sales directly. This is because the skill of being a good salesman is really composed of many smaller skillsets like psychology, communication, persuasion, negotiation, and marketing. So most books directly written about sales are just watered-down versions of these topics that the author tries to cram into something actionable. So if you want to dive deeper into sales, I recommend you go straight to the source with these proven winners:

a. [Influence - Robert Cialdini](#)

The core essence of sales is being able to identify what people want, then framing yourself as the best person to give it to them. Showing them or persuading them of that fact requires having influence over your prospect so that you can influence their decision making. This book shows you how to get that influence.

# THE SIMPLE



# SALES GUIDE

## FOR CONTRACTORS

(\*Note – To be clear, I am not a proponent of manipulating your prospect, lying, or pretending to be something you're not. I take for granted that you are a professional with an excellent product, and you are simply looking for the best way to communicate that to the marketplace.)

b. [Never Split the Difference - Chris Voss](#)

Whether we like it or not, a lot of the sales skillset also comes down to negotiation. Chris Voss, a former hostage negotiator for the FBI, walks you through the strategies and tactics of how to navigate sales and negotiation situations. With decades of experience testing various techniques, lines, scripts, and body language ... then optimizing them under the very hardest of circumstances (negotiating for American lives with armed terrorists), his advice will directly make your life easier in countless ways. (I highly recommend getting the audio version so you can hear examples of proper tone, pitch, and timing.)

(\*Note – this book is where I got the “Have you given up on this project?” line, which made me over \$70,000 last year by itself. ONE LINE! ... And this book is chock full of this stuff!)

c. [Secrets of Power Negotiating - Roger Dawson](#)

As good as *Never Split the Difference* is, one book can't cover everything. Out of the dozens of other sales & negotiation books I've read, this one is the only other one good enough to listen to on repeat. (Some of the other ones like *Getting to Yes* are actually downright harmful!) This one cuts the mustard though, with good explanations of theory that he converts into actual applicable tools. Once again, I highly recommend the audio version.

#### 4. \*Special Bonus – Book your 15 minute 1-on-1 consulting call with my team

If you want my team to take a look at your sales funnel, answer any questions you may have, and direct you to follow-up resources for the fastest sales improvement, here's your chance. My team has directly helped me and my other students make millions of dollars in sales, and as a member of this program you get exclusive access to a 1-on-1 consulting call with them. Enjoy.

[Book your bonus call by clicking here.](#)