

People Don't Like Calling Contractors

Summary:

In this episode of the MegaMarketer Coachcast, hosts Scott Smith and Justin Jacobs discuss why people don't like calling contractors.

They explore various ways you can defeat the objections of your prospects, how to ask questions that advance the sale, and the value of being the expert and authority in your local area.

Main Questions Asked:

- What are some questions that advance the sale?

Key Lessons Learned:

Contractor Business

- As a contractor, it's very important to stay up to date with what's going on in your industry and to be able to explain it to your customers.
- By conveying why certain aspects of the job are valuable to your customer, you become the expert. The key is to be knowledgeable and explain it in a way that makes sense.
- You need to understand what it is that your customers are going through. What is the reason they made the call in the first place?
- If you ask the right questions, your prospect is going to lead you down the path that you want to go.
- People want to trust you, don't use industry jargon that will go over their head. Show them the solution to their problem and give them control of the situation. Consult your prospects and give them options.
- Your techs need to be experts in your products or services. They need to understand the sales process and your sales people need to understand what the techs work on.

- Your team being experts gives your customer a better overall experience.
- The industry is always changing, if you can be the first business to bring something new to your area it can be huge. If you see an opportunity to differentiate, do it.
- Changes can be hard, but even small changes can help you stand apart from the crowd.
- When the right people, the right process, the right home, and the right time come together, everything gets easy.

Sales

- Asking leading questions doesn't get to the root of the problem. There is no set plan that works for everyone and every business.
- You have to get to know your customer in order to work with them the most effectively. Every time you go into your customer's home is a chance for you to get to know them and build a relationship.
- Getting to know your prospect gives you the information you need to tailor your marketing to their needs. It can also help you know which tech to send to the home.
- The more you are able to group and segment your list, the more valuable it becomes.
- Looking at certain demographics of your list is how you segment your list and get the most bang for your marketing dollars.
- Don't be afraid to ask your customer about what you can work on and improve. If you don't know, you can't fix it.
- Your tech should ask at the end of the job "Was my service good enough to earn your positive review?". Make positive reviews easy to get.
- If you have the opportunity to put together a quote for a prospect, take the time to research the prospect and customize your offering. Use their information to create a custom solution and sales process.

- Your prospects for the most part have no idea what they need. The more you can do to make them feel like they have the information they need to make the right decision, the more likely they will work with you.
- Ask the prospect “What criteria other than price will you use to make your decision?” Explain the benefits of your options and personalize the offer to what’s important to the prospect.
- Create some urgency and give the prospect a deadline. Don’t be afraid to walk away from a deal.
- If the prospect has a fixed budget, put something together that fits their budget.
- Personalizing and customizing takes more time on the front end, but will increase your closing conversion on the back end and make your efforts more effective in the long run.

Thank you for listening! If you enjoyed this podcast, please subscribe and leave a 5-star rating and review in iTunes!

Links to Resources Mentioned

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