



# ClientEngine

## 6 Tips to 10x Your Sales

Mark Mathias





## A Short Introduction

It goes without saying: World-class salesmanship will always play a **vital** role in your contracting business. Great salesmanship, in essence, is the ability to see that others are served and served well. In this article, **we'll briefly discuss the 6 steps to ensure that you make the most out of your sales efforts so that you no longer waste your time or your customers' time.**

## 1. Know Your Audience

Are you winning new clients efficiently or are you spending too much money on generating more business? To answer this question, you must be certain that you've CLEARLY identified your target audience - accurately determining your client's demographics and PSYCHOGRAPHICS is essential.

Most understand the importance of identifying prospective client demographics, but psychographics is just as important to understand, if not, more important.

**Psychographics Definition** - "Describes the traits of humans on psychological attributes: their personality, values, opinions, attitudes, interests, and lifestyles."

*Note* - If you're interested in learning more about how to identify your ideal customer's psychographics, schedule a call with Mark at ClientEngine to schedule a FREE consultation 805.428.3139



## 2. Make Contact with New Leads ASAP

While clients are on the prowl for residential contracting services, they're doing online research/inquiry MORE often than asking friends for referrals. Many of these clients are waiting to find a contractor that is responsive, giving the customer peace of mind. It's essential that you have a reliable sales team that is explicitly assigned to reach out to prospective clients.

It's typically recommended that you contact your lead within the first 60 minutes of inquiry, but the sooner you reach out to the prospect, the higher the likelihood of closing the deal.

**TIP** - Explore all options to directly connect with your prospective clients: Facebook messenger, Google My Business, Social Media Advertising, and much more.

## 3. Remember BANT+

I can't imagine that you enjoy wasting your precious time. Sometimes, a seemingly interested prospect can drain your energy and your time while kicking tires... while never actually hiring you for the job. Instead, you need to spend your time developing deeper client relationships and generating meaningful business that lasts.

So let's say you're already generating TONS of leads... While on the phone with prospects, remember these important questions to ask to qualify them as a REAL lead. Remember BANT+



**Budget** - What is the prospect's budget?

**Authority** - Is the prospect that you're speaking with the ULTIMATE DECISION-MAKER who'll hire me for the job?

**Need** - Are they in TRUE need of my services or are they just kicking tires? What exactly is their need?

**Timeline** - When do they need the job to be completed?

**+** - The "+" stands for NEXT STEPS. Before hopping off the call, agree with the client on reasonable/actionable next steps. This could be an on-site visit, inspection, etc. Make sure that the next steps are scheduled on both yours and the client's calendars before the conversation ends.



## 4. Be Prepared to Address Objections

Similar to BANT+ there are 4 core ideas to think through to handle client objections pre-emptively:

**Budget** - Many will object to your price. To best handle this objection, demonstrate to the client the unique value proposition of your services that will make their purchase worthwhile.

**Authority** - Establish a warm and friendly authority by clearly listening to the prospect, identifying any concerns that the client may have, and address their specific issues SLOWLY and CLEARLY.

**Timeliness** - Reasonably demonstrate why it's important that the client take's the next steps with you (signing the contract, scheduling the on-site appointment, etc.) and why they should commit to working with you soon.

**Value** - Introduce specific guarantees to the client and what makes you unique as a contracting professional.



## 5. Schedule a Time to Meet ASAP

The title speaks for itself, but while you have the client on the phone, be sure to strike the iron while it's hot. Any delay in scheduling next steps decreases your chances of closing the deal.

## 6. Follow-Up Consistently

In some cases, contractors can't close the deal until conducting about an average of 6-7 follow-up calls. Stay persistent. Set reminders to call/email. You can make reminders with nifty tools like Client Relationship Management Systems (CRMs) or even a project management tool like Trello.

If you would like to learn more about generating quality leads, maintaining a strong online presence, or even learning more sales best practices, you visit our website, [myclientengine.com](http://myclientengine.com) or call us at **805.428.3139** and we're happy to be a resource however we can.