



# NAVIGATING UNCHARTERED WATERS

*Advice for Thriving During Difficult Times*

SRS Distribution is here to help you navigate through what will become the “New Normal” and to guide you on how to not only survive moving forward, but to thrive. Here are some starting points - more details are included in this e-booklet.



## MASTER THE SALES PROCESS

The sales process is a series of repeatable steps designed to INCREASE the prospect’s perception of VALUE and eliminate objections – other than price or time.



## ESTABLISH AN ACTION PLAN

The ability to make up for lost time and navigate the new normal will be best achieved through the execution of a plan.



## OFFER FINANCING

According to market research, 75% of all home improvements of \$2,000 or more are financed each year.

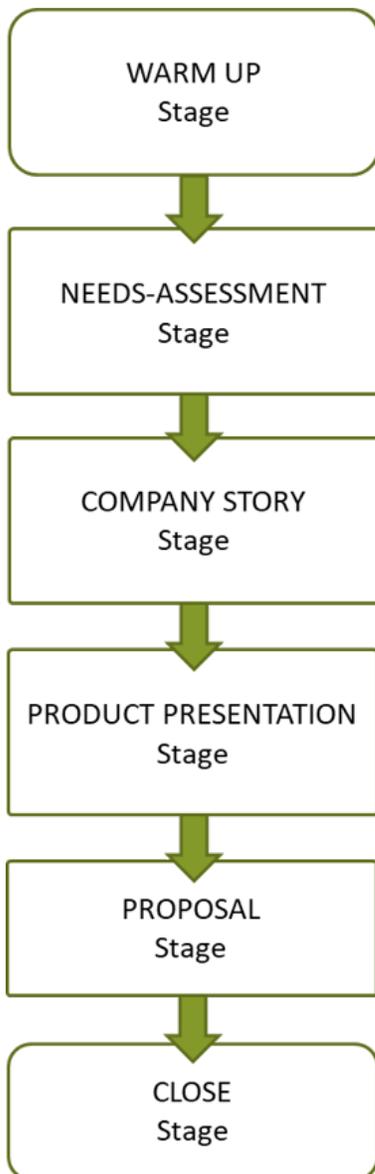
# MASTER THE SALES PROCESS



## WINNING THE PERCEPTION BATTLE

According to the Better Business Bureau (BBB.org), contractors represent 11 of the top 20 most inquired about (i.e. least trusted) business types – with roofers holding the #1 position for 10 consecutive years.

The sales process gives you a path to follow that helps close the trust gap and better position you as the contractor of choice.



## TELL THEM WHY THEY SHOULD BUY FROM YOU!

The best company story starts with the series of events that sparked your company's inception and expresses how that narrative still drives your mission today.



## OPTIONS SELL!

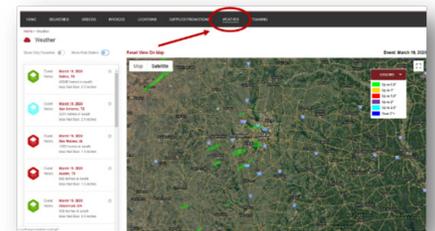
Offering options increases the perceived value of the project and better positions you as the contractor of choice.

Offering options doesn't just prime the prospect into buying into a particular option, it makes them more likely to make a purchase in the first place.



## SOCIAL PROOF SELLS

Help your prospect reduce the perception of risk by showing them all of their "neighbors" who've made you their contractor of choice.



## INTRODUCE THEM TO ROOF HUB

Use Roof Hub's "Show Past Orders" feature to show your prospect all customers who've made you their contractor of choice.



# MASTER THE SALES PROCESS



## KEY PLANNING QUESTIONS THAT SHOULD BE ANSWERED

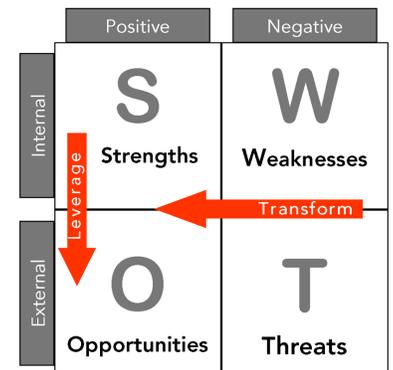
1. How Do You Define Success?
2. What Are Your Main Objectives?
3. Do You Have Task Dates and Deadlines?
4. Do You Know How To Measure Results?
5. Are You Forecasting Critical Numbers?
6. What Needs To Change?

## PLANNING IS ESSENTIAL

Much like a GPS, the plan starts with your final destination and then accounts for all of the variables you will rely upon to achieve that goal.

## ANALYZE YOUR CURRENT SITUATION

The SWOT Analysis is a strategic planning tool used to compile this list of relevant internal and external factors. Then seek answers to what you do well, how you can improve, whether you are making the most of our opportunities, and identifying any change in the market that calls for a corresponding change in the way you approach and work within it.



## CLOSE THE PERFORMANCE GAP

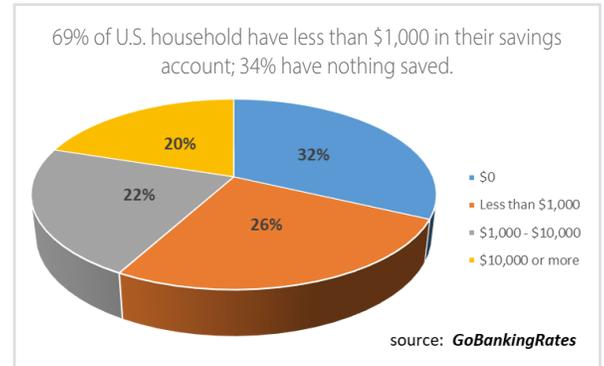
1. **Analyze Your Current Situation:** Where are you today and how are you measuring success?
2. **Define Your Goals:** What would you like to accomplish?
3. **Close The Gap:** What are the specific actions that will help you achieve your goals?
4. **Commit Yourself:** Prioritize your list of actions and set a timeline to complete them.
5. **Be Accountable:** Today is the day when something gets done, or not done – it's up to you.

# OTHER FINANCING



## WHY IT'S IMPORTANT TO OFFER FINANCING

- Prospects expect you to provide affordable payment options to help them fund their project.
- Financing helps reduce sticker shock from homeowners with unrealistic price expectations.
- Financing helps you upsell the prospect to better products/system/warranty.
- Financing helps overcome almost all objections based on price or time.



## KEYS TO SUCCESS WHEN OFFERING FINANCING

1. Choose a few highly-targeted financing plans and offer them to every customer, during every sales presentation.
2. Pay attention to the Merchant Fee you'll be charged when your client chooses one of these options.
3. Make sure you offer monthly payment options on EVERY proposal.

## REDUCE THE PAIN OF SPENDING MORE

Leverage terms and interest rates to put your prospect in a position where they can afford to spend more to obtain a better look, a better system, and a better warranty package.

PACKAGE	GOOD	BETTER	BEST
PROJECT PRICE	\$8,000	\$10,000	\$12,000
FINANCING PLAN	5.9% @ 84 Mos	5.9% @ 120 Mos	7.9% @ 144 Mos
PAYMENT	\$116.83	\$110.97	\$129.38