

Contractor Success Check Up



drive **GROWTH.** *increase* **REVENUE.** *create* **PROFIT.**

intro **DUCTION**

Accelerate your business goals with the Owens Corning Business Accelerator program that connects you with leading industry experts who will give you the proven playbook on how to win more business. Now is the time to focus on customer service, operational excellence and sales programs to grow revenue, profitability and efficiency.

Let's get started with this eBook overview.

table of
CONTENTS

04

**Owens Corning
Business Accelerator Program**

05

**Meet
Rodney Webb**

06

**Contractor Success Stories
Advice for Contractors**

07

**Owens Corning
University**

08

Join Now



**BUSINESS
ACCELERATOR**

ROOFERS®
= COFFEE SHOP =

The Owens Corning Business Accelerator program, available on RoofersCoffeeShop®, connects Platinum Preferred Contractors with experts like Rodney Webb for one-of-kind sales trainings and advice that position your business for maximum success. As the number one sales trainer in the home improvement industry, Rodney serves as a sales coach, adviser and speaker focused on helping professionals transform their level of sales results and ultimately increase profits. With this proven training, your sales team will quickly master strategies to strengthen lead generation, increase close rates, enhance the customer experience and grow your business.



increase
**CLOSE
RATES**

enhance the
**CUSTOMER
EXPERIENCE**

grow your
BUSINESS

meet

RODNEY WEBB

Rodney is a renowned author, publisher, international keynote speaker and leading sales trainer in multiple arenas. He has forged his way to his most current and coveted title as the number one sales trainer in the home improvement industry.

The 20-year sales veteran is affectionately known throughout the industry as “The 91% Guy” due to his unheard-of ninety-one percent close rate. Rodney currently serves as a sales coach and adviser to several multi-billion-dollar conglomerates such as Jiffy Lube, Owens Corning and Capital One Finance.

Rodney’s training seminars are infamous for providing contagious motivation and escalating the bottom line for major corporations and individual sales professionals alike.



contractor **SUCCESS STORIES**

You want to form a good relationship between sales and installation components of a roofing business. “I used to work for a company called Dixie Homecrafters and I was the vice president. The two owners, one was an installer, one was a salesman, and it was a great relationship. And we built that company to \$120 million,” says Rodney.

“I’ve got contractors who’ve been on my program and paying me for 16 years nonstop. They went from \$4 million to \$70 to \$80 million. And they’re multimillionaires. And that’s what it’s about,” says Rodney.

rodney's **ADVICE FOR CONTRACTORS**

On increasing your bottom line:

“It all starts with being able to sell and be able to sell at the right price. So, we put our system in place so that we can get your close rate stable at a percentage that we know is going to allow you to be able to consistently help your customers,” says Rodney.

“It’s not about price, it’s about being the best and being great and giving those people the best experience, the best product and the best service that money can buy. So, we teach people to be able to sell that job at that price, not have to compete on price,” says Rodney. “When you sell that job at the right price, your margins will come into line”

On the importance of creating a teachable, consistent system to make sales:

“Most owners sell on passion and enthusiasm not on a system. You can’t teach people to be as passionate about your business as you are. When you start trying to build a sales team, you cannot transfer that belief and passion the way you would have it,” says Rodney. “When you have a roadmap that you can teach people step by step and that everybody can follow, you can teach people that have never been in the business and change people’s lives.”

Overall advice:

“You just have to have the right processes in place at the right sell, at the right price, the right margins, and then take care of your debt and invest in.”



“We teach you how to schedule appointments, where all decision makers are there, that’s on the university,” says Rodney. “We teach you how to sell insurance. We teach you how to sell retail, that’s on the university. We even teach you how to hire and train.” Check out the variety of class offerings Rodney teaches:

sales 101

The Buy-Limbic Sales System, a dynamic and revolutionary selling process developed by Rodney Webb, defines consumers by why they buy rather than what they buy. It taps into the limbic system of the brain where emotional decisions and feelings reside. The Buy-Limbic Sales System has embraced and created the sales philosophy and concepts based upon Rodney’s 10 Step Selling System.

By the time you leave this session, you will know how to:

- Learn to smoothly convert objections keeping pressure off all parties. This will help you increase close rate and enhance the customer experience.
- Understand how not to put pressure on your customer by trying to overcome their objections.
- Offer hands-on, intense sales training with role play, digital breakdowns and small group breakouts.
- Add new tips and techniques, new scientific insight resulting in your most productive sales results in history.

sales 201

Following Sales 101 (a prerequisite) you can now participate in a more in-depth course that will really push your company by diving deeper into the 10-step in-home selling process as well as help you learn more on how to close the sale. This training session is available to salespeople, managers, owners and office personnel.

- Set yourself apart from your competition.
- Close more deals.
- Make more money on every job.
- Add new tips and techniques, new scientific insight resulting in your most productive sales results in history.

business leadership

Building a world-class business always starts at the top. This class is specifically designed for owners and managers who want to succeed and grow in a competitive environment. A two-day class with fresh new content will take you on an in-depth journey of working on your business instead of in it.

hire-train-maintain

Gain knowledge on establishing your staffing needs, recruiting the right candidates, providing effective training and managing your employees for continual improvement and long-term success. Additionally, gain tips on managing your business in difficult times.

closing deals

Spend the day learning how you can use the new innovative Buy-Limbic Sales System to close your deals to exceed your sales goals. The Buy-Limbic Sales System introduces a dynamic and revolutionary selling process. It taps into the limbic system of the brain where emotional decisions and feelings reside to understand how to influence customer buying decisions. The result? You close more sales, and fast.

join
NOW

Now is the time to join the Owens Corning Roofing Contractor Network and start taking advantage of exclusive training resources.

For more information, visit

[HTTPS://WWW.RODNEYWEBBUNIVERSITY.COM/RODNEY-WEBB-UNIVERSITY-ENROLLMENT/](https://www.rodneywebbuniversity.com/rodney-webb-university-enrollment/)

