

# GROSSO UNIVERSITY

## METAL ROOFING ACADEMY



*"LEGENDARY TRAINING FOR THE  
MODERN WORLD"*  
DOMINIC CAMINATA

*Sponsored by:*



**SHERWIN-WILLIAMS.**  
Coil Coatings

## Welcome to Grosso University Metal Roofing Academy

**Congratulations!** You are now a part of an elite group of salespeople with the opportunity to sell the most amazing metal roofing system in this industry. Grosso University, sponsored by Sherwin-Williams Coil Coatings, has created a sales training platform that provides you with unlimited potential for success and income! You have in front of you the most comprehensive and relevant sales book ever written for the metal roofing industry. This will show you exactly how to sell metal roofing and become a top performer! Grosso University only relies on proven strategies that work and have already created the highest performing sales forces in the industry! Mastering this 10-step process will give you the opportunity for unlimited income and allow you to achieve any financial goals you have set forth!

**Study Like There's No Tomorrow!** By applying all the knowledge, skills and concepts from this extensive book on selling metal roofing, you will have all the tools you need to create an incredibly successful and rewarding career! This will not come easy or through osmosis. It is up to you to be disciplined enough and hold yourself accountable for learning this sales methodology. The content in this workbook is proven effective and will be your roadmap of in-home selling moving forward! You must learn the content of this workbook forwards and backwards, so it's best to start now and make it your top priority!

**Get to cruising altitude!** Think of yourself as an airplane attempting to take flight off the runway. If that plane doesn't go full throttle and give it 100%, it would never take flight and most likely stop or crash at the end of the runway. Pilots need to give it 100% to take flight, then once they get to 30,000 feet, they can turn on the autopilot and fly at 500mph effortlessly. This is just like your journey to becoming a sales superstar and achieving an unconscious competent level. Salespeople that choose not to go full throttle to master the art of selling will most likely be met with the same fate never reaching their true potential! Those who fully commit to this career, never give up and truly master their craft, will soon get to cruising altitude and consistently be a top performer in this profession! We want you to be a shining star, not a shooting star.

**Whatever the Mind Can Believe or Conceive it will Achieve!** You're twice as good as you think you are, and that's only half the truth! The first steps in being successful in this profession is believing in yourself, throwing out all the excuses and taking 100% responsibility for your performance! The first and most important sale of your life is the sale of yourself to yourself! Believe that you are in complete control over your destiny and success in this business. You can literally write your own paycheck in this business and are the only one who can limit your success. Starting right now, raise your self-concept, decide what you are worth and don't stop working until you reach your goals! There are those who claim they are natural born salespeople, but we know that all the greatest ones have been trained and simply never give up! We are honored to Welcome you to Grosso University and look forward to seeing you at the top of the leader board.

### **Grosso University Definition of a Salesperson**

*"Salespeople are agents of influence who can influence other people in the direction in which they want them to go."*





## Dominic Caminata

- Co-Owner/Founder Grosso University
- Author of Sales Academy Workbook
- Industry Leading Sales Trainer

My name is Dominic Caminata, and I first entered the industry in 2010 as an outside sales representative for Mad City Roofing, Siding and Windows. When I entered the industry, I had zero sales experience and had no clue how to effectively influence people. Some would say I didn't know how to close the door with the wind behind me. I was timid, had thin skin and struggled at memorization. One thing I did possess though was a great attitude, a tremendous work ethic and a strong will to win! I didn't necessarily have the greatest start of all time. My first month as an outside salesperson, I sold a whopping \$45,000 in net sales! My second month was much better at an incredible \$49,000 in net sales! Needless to say, I was feeling depressed, defeated and about ready to give up. At this time, I was borrowing gas money from my girlfriend at the time (who's my beautiful wife today), owed my dad thousands of dollars, and was failing badly at my new career. I can recall a day when my emotions were so intense, I had to pull over to the side of the road to cry for several minutes.

Uncertain about my future, I knew that if I didn't make something happen, the ax was going to come down on me and this amazing opportunity would be gone. Thankfully, I am a very competitive person and have a history of never giving up when I'm in challenging situations. In my sales class, I had another gentleman that trained with me, who will remain nameless (His name was Ken...lol) and I thought he was the most irritating person on the planet at the time. The month that I sold \$49k, he sold \$115,000! There is no way I could live with myself letting that embarrassment of a man sell circles around me, so I made the following promise. *"I will never again allow this amateur to outsell me! From now on, I'm either walking out with a sale or getting physically removed from every home!"* Besides, I had nothing to lose as I would soon be fired if I didn't make something happen anyway. What happened next was miraculous. I learned that by having a "Buy or Die" mentality, I wasn't getting kicked out of houses. Now that I had thicker skin, threw out the excuses and grew a backbone, I was walking out with SALES! This is the pivotal moment in my sales career and a total shift in my confidence.

That third month with my new-found motivation, I sold over \$150,000, which had been the biggest selling month in the company's history at the time. My fourth month, I closed 13 sales in a row and ended the month at over \$250,000. From this point on, I never looked back and sold over \$900,000 in my first 6 months! I was quickly crowned as the first million-dollar producer and was Salesman of the Year my first 3 years in the business. I soon was making more money than I ever dreamed of and crushing my financial goals! This sales process is proven to work; however, my story demonstrates that you also need a strong **will to win** and **thick skin** to be successful in this business. I am not a natural born salesperson: I was trained to be proficient at sales by mastering the Grosso Sales Process, working hard, being competitive and understanding that success is merely a decision. Once you make the choice to be the best and get in the right mindset, success in this business is inevitable.



During my first 3 years, I would constantly be looking for opportunities to help other salespeople succeed. I would have them ride with me in the home, role play with me between leads, or simply share a few golden nuggets with them over a phone call. I have always desired to be a leader and got a ton of gratification helping others succeed. This naturally gave me the opportunity to become the sales trainer for Mad City where I discovered that I had found my calling in life! Although I was a very talented salesperson, being a sales trainer for me is like a superpower. I discovered that I had an ability to take a very long and complicated subject matter, and train just about anyone in a way that they could understand it. I wasn't the type of trainer to tell you just what to say, I also wanted to explain why we say what we say and exactly what this does psychologically in the prospects mind. Many sales trainers will tell you what to think, and my goal is to show you how to think! I wanted to show my team how to unlock their creative mind to continually develop their skills over time. This led to the creation of an entirely new Sales Training Workbook that my team could use to become sales warriors.

When I became the sales leader for my team, I became obsessed with providing my team with the tools to make success undeniable. I made an entire online University that broke down every step of the sales process, created masterful iPad presentations and made sure that they had all the samples they needed to make our products walk on water. In 7 years as the sales leader following the new, expanded, and improved Grosso Sales Program, I had grown my team from \$10 Million to scaling over \$100 Million in net sales. Today, Mad City is one of the top 10 Home Improvement Companies in the Country and still uses the foundation I built to this day. Today, I am pursuing my dream of building the #1 Sales Training and Business Development Company in History! Grosso University now has hundreds of clients nationwide and is quickly becoming the most recognized training program in the industry.

Nothing we train on in this Roofing Academy is based in theory. We are committed to only training sales professionals the best tactics and strategies that allow them to become Sales Warriors! This Roofing Academy is designed to provide you with everything you need to be successful. Myself and my amazing team of associates will do everything in our power to give you every tool and strategy to crush it. It is up to you to make it happen and put in the work to become the Top Closer in your chosen profession. Stay hungry every day, study your tail off and make the decision to become the very best you can be every day! Success will be inevitable!



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# Chapter 1

## Become Happy & Successful Now!

**“Success is not the key to happiness. Happiness is the key to success.”**  
*-Albert Schweitzer*

### ◇ Be Happy Now

My name is Dominic Caminata and I'd like to personally welcome you to the Grosso University metal roofing program. I am the owner of Grosso University and the Author of this book! The leadership team at Sherwin-Williams Coil Coatings has sponsored Grosso University to develop in this amazing metal roofing program so you have all the tools you need to be a top roofing sales professional. As detailed as this training book is, it only represents less than 10% of the equation. The other 90% is how you deliver the message to your prospects and truly make it your own. Think of this book as a tool to help you with your profession, and just like any tool, it is only as good as how you use it. The concepts in this book cannot be just learned, they need to be practiced and executed daily. The more you practice and execute the concepts in this book, the more natural and authentic it will become. For this step-selling methodology to work, you must believe in yourself and the process. Without belief, this training will not work, and belief comes from mastering this Grosso sales process and realizing the results. Before we dive into the training, I would like to share a message to you that I shared with the audience at the last Closers Camp. Being great in sales requires persistence, however, to make a career in sales requires perseverance! From this day forward, you must raise the bar on what you think is possible, relentlessly pursue your dreams, and most importantly, never give up! In sales and in life, we must throw out all the excuses, ignore the naysayers and understand that our success will only ever be held back by the limits you put on your imagination. The only one who can stand in your way is you! So, get out of your own way, move forward and never look back! You got this!

Let us begin this world-class training book by asking you an important question. Do you feel happy? This may seem like a simple question; however, it is one of the most important questions you will ever ask yourself. “Am I happy?” Many people go through life telling themselves “When I finally become successful, make a certain amount of money, or buy the fancy car, then I will be happy.” This means that most people go through life demoting themselves to feeling unhappy and will not allow themselves to feel the joy of happiness until they have reached specific point they define as success. Here is the problem with this way of living. If in the present, right here and now, you are not allowing yourself to be happy, you are in fact hindering yourself from reaching your full potential. Albert Schweitzer's quote above is something I personally live by and what I attribute to much of my personal success. “Happiness is the Key to Success,” not the other way around. Life is way too short to sit around and wait for things to get better or for happiness to find you. Many people spend their entire lives waiting to find happiness only to realize it is not a destination.

There is a famous quote from Buddha dating back to 2,500 BC that says the following:

**“There is no way to happiness. Happiness is the way” -Buddha**

What does this all mean and why is it so important? Happiness cannot be achieved with goals, accomplishments, material items, money or even success. Happiness is not something you can earn; rather it is something that you are! Being happy is a state



of mind, a way of living and something you must allow yourself to feel in every stage of your journey through life! Happiness is feeling a sense of well-being, joy and contentment for the amazing person you are today while having a wholesome self-image. What Buddha and Albert understood is that when you allow yourself to be happy, success will be inevitable, and you will be able to achieve your goals with nothing holding you back! Salespeople that go through life feeling unhappy are chaining themselves down and eliminating the freedom to perform to their full potential regardless of how hard they work. Tell yourself this simple line over and over; “I am happy, I love myself and I feel fantastic!” When you first utter these words, it may feel awkward or uncomfortable, however I promise you when you repeat this over and over, it will soon become part of your internal belief system and a way of living. Make a promise to yourself from this day forward you will let go of the shackles of misery and allow happiness to enrich your life and propel you forward like a rocket ship. You deserve it!

## ◇ Your Self-Image

Let me tell you something important and profound that many people do not like to hear. You are exactly where you are meant to be in your life at this very moment because of all the choices and decisions you have made. Who you are, and where you are right now was only made possible as a result of the self-image you have created for yourself based on your life experiences. This means the no other outside person, place or thing, for better or for worse, has put you in the place you are at this very moment. Why is this hard for people to hear? Most people have a tendency to blame other people or outside forces that are out of their control for where they are in their life and make excuses for failing to achieve their goals.

**“Winners take 100% responsibility for their life and make no excuses.”  
-Anonymous**

You must understand that, as you sail through life, you are the sole captain of your ship and precisely control the direction of your life. You (not anyone else) are the only person that can hold yourself back or propel yourself forward no matter what happened to you in the past, is happening in the present or happens in the future. Based on every success, every failure and every positive or negative experience you have ever had in your life, you have created your own personal self-image or self-concept of who you are and what you’re capable of. Your self-image is not something that you can physically see or touch, however it is always there providing the coordinates on your journey through life either allowing you or preventing you from reaching your true potential.

When you think about yourself, what thoughts and images come to mind? How would you define yourself physically and mentally? What are your strengths? What are your weaknesses? What talents and abilities do you possess? What are your biggest fears or failures? What do you love or even dislike about yourself? Your self-image is your mental picture of all your physical and mental attributes and has been carved out over the course of your entire life based on your experiences or interactions with others. There are positive self-images and there are negative self-images. Someone with a positive or wholesome self-image sees themselves as smart, kind, attractive, healthy, honest, happy, and full of potential. Someone with a negative self-image sees themselves as stupid, weak, unattractive, unhappy, and incapable of achieving greatness.

The reality of humanity is most people have the tendency to significantly sell themselves short or feel insecure about themselves. For salespeople to effectively influence the behavior of their prospects and become successful at sales, they first must be sold on themselves and hold themselves in high regard. Rick Grosso always said, “ego is the name of the game and money is the scorecard.” Salespeople that are top performers must have high self-esteem, pride in their performance, believe in themselves and possess high levels of confidence. Never forget, the most important sale you will ever need to make is selling yourself to yourself. There is good news and bad news about your self-image. The bad news is you will never be able to achieve anything greater than what your self-image allows. The good news is, you can change your self-image at any time and redefine your mental picture of yourself to unleash your full potential.

Dr. Maxwell Maltz, Best-selling author of the book *Psycho Cybernetics*, stated that *“the self-image is the key to human personality and human behavior. Change the self-image and you change the personality and the behavior.”* His book was written in 1960 and still is the mother of all self-help books selling over 35 million copies. Being a world-renowned plastic surgeon Dr. Maltz had a front row seat to numerous self-image transformations. He found that when he would perform plastic surgery on a patient, the knife cut far more than skin deep. Often the surgery would seem to cut deep into the patient's psyche and it was common for them not to just look different, but to become different people entirely. This discovery sent him on a quest to discover the reason for this transformation and the common denominator was always the self-image. When the patient's outward appearance was enhanced, their attitude, confidence and self-esteem was also enhanced. Even though they are still technically the same person they were before, and Dr. Maltz was not performing brain surgery, the patient's entire mindset and outlook on life transformed.

Dr. Maltz discovered that negative self-images are formed as a result of using nouns when they should be using verbs. Parents are often guilty of this with children. When a young child is learning to speak, it's common for them to stutter or trip over their words. Speaking is a new skill they are still learning to develop. One parent will say “our child stuttered” (verb) and another will claim “our child is a stutterer.” (noun) The child that is told they are a stutterer will become conditioned to believe they are and carry this speaking problem through to adulthood. On the other hand, the parent that claimed their child stuttered will raise their children with no stuttering issues. In a similar way, parents who raise their kids always calling them stupid will inevitably cause their kids to grow up believing they are stupid, and this belief will be reinforced by struggling through school. We as humans do this to ourselves constantly. As a child, I used to always tell myself “I suck at math” and I truly believed that I would never be good at it. This resulted in constantly struggling through math class and grading poorly on all my tests. Then in college, I made the decision that I would no longer accept doing poorly in math class and ended up getting A's in almost every math or accounting course. What changed? I simply modified my self-image or belief about who I was to accept the fact that I could thrive in math and ended up proving this new self-image to be true.

Moral of this story is, Stop Selling Yourself Short! No longer define verbs as nouns! If you fail, this does not make you a failure. If you have a bad stretch in sales, this does not make you a bad salesperson. Figure out what you want in this life and define your target. Then like a heat seeking missile, relentlessly pursue your target continuing to move forward through each mistake, correction, or failure. Heat seeking missiles will make hundreds of corrections to the flight pattern on the way to their target, each representing mistakes or failures. When the missile finally works through those



failures and hits its target, none of those failures matter anymore. The missile strike and mission are considered a success. Never stop believing in your potential for greatness and do not give up or let your current self-image get in the way. Create a new self-image that is in line with your goal's, dreams, and aspirations. Many people give up right before they are about to realize victory. Thomas Edison once said, "I haven't failed, I've found 10,000 ways that won't work." If you fail, be proud of yourself, because every failure you have in life means you put yourself out there and tried!

**"You will make mistakes; mistakes will not make you!" -Dr. Maxwell Maltz**

**"Every failure brings with it the seed of equivalent success." -Napoleon Hill**

## ◇ Success, Goals & Vision

If someone came up to you and asked if you were successful, what would you say? Are you successful right now? Why or why not? What is your definition of success? When will you know if you have achieved success? I will ask this question at my seminars to hundreds of salespeople and am always surprised by how many feel they are far from successful. The truth about success is that there is no single definition of what it is. Every person on the planet has different thoughts of what success means to them, however this definition for success in the book *The Strangest Secret* is a great one:

**"Success is the progressive realization of a worthy goal or ideal."**

**-Earl Nightingale**

In Earl Nightingale's very beautifully written definition of success, he mentions the word "goal." If you have been in sales for a while, you have most likely heard the word "goal" being thrown around a time or two. What does the word goal even mean? Goals, by definition, are objects or desired results of a person's ambition or effort. You can clearly see, the words ambition, and effort are literally in the definition of what a goal is. Does this mean goals are easily given to you, or rather are goals things we must work towards? That is what Earl meant when he said, "progressive realization," meaning you are working towards your goal and coming closer to realizing it every day.

So, what is your worthy goal or ideal? Is your worthy goal written down? What are the ideas to get you there? Have you given yourself firm deadlines that the goals will be achieved by? Are you working towards achieving your written goals every day! Most people will verbally commit to a goal, however very few people write their goals down and map them out. With any worthy goal, you must put it in writing, be specific, make a plan, and give yourself a deadline. If you have a goal that is not in writing, with a plan and precise date, you in fact do not have a goal at all. Out of fear of failure, many people do not write down goals and give themselves deadlines. Deep down, people understand when they put their goals in writing, they own it and do not want to feel like they let themselves down or failed.

Here is an example of a goal and why it's important to set it properly. Let's say your goal is to climb Mt. Everest! If I just set climbing that tallest mountain in the world as my goal with zero planning, deadline, or map to get there, what are the chances I will achieve that goal? Can I just show up to Mt. Everest and start climbing? For the goal of climbing Mt. Everest to ever occur, you must establish that as a definite goal, plan

every step on the journey and give yourself a deadline to achieve it. With any goal, you need to be specific on where you are going, then generate a plan how you will get there. If you don't know where you are going, any road will take you there. When you have a definite goal, create a plan on how to achieve it and establish a deadline, you have an 85% chance that you will achieve that goal. At Grosso University, we also use the word goal in our definition of success as well.

### **Grosso University's Academy Definition of Success**

**“You are successful when you have a definite worthwhile written goal, with a precise date, and you are presently moving towards it.”**

Earlier we were talking about happiness being the key to success and how allowing yourself to be happy can propel you forward much faster. What's interesting about human beings is we are goal striving mechanisms that are programmed to stay in motion. We feel our happiest when we are feeling important, contributing to this world, and moving forward towards achieving a goal. As a matter of fact, many psychologists have found most people feel miserable and depressed simply because they have no goal, project or purpose driving them. There is a word I want to put emphasis on from the last sentence, and that is the word “project.” Many people are intimidated by the word goal and will associate it with feelings of failure or uncertainty. When you substitute the word project in place of the word goal, suddenly people aren't as intimidated and find it easier to get started. It's easy for someone to wrap their minds around a project. Any time you are feeling a sense of unhappiness or unsuccessful, give yourself a project to complete or purpose and immediately you will feel better about yourself.

I want you to think of yourself as a bicycle. When a bicycle is standing still, it loses confidence, feels out of balance and out of control with no sense of equilibrium. When the same bike is in motion and moving forward, suddenly it feels balanced, it feels more control, more confidence, and a much stronger sense of equilibrium. We must always move forward in life and contribute to this world to remain happy. As a matter of fact, according to a study posted in WebMD, they found that men who retire at the age of 55 are 89% more likely to die at 65 (10 years later) than men who retire at 65 years of age. Remember, life is about the journey and the journey is what brings you happiness. The journey never stops, and you will live a much longer and happier life staying in motion!



Knowing that life is a journey, what exactly is your destination? Who do you want to become in the future? What is your long-term vision for your life and what legacy are you leaving on this world? If you asked 100 people what their purpose in life was and

what their long-term vision is for their future, most would look at you very confused. When you are laying down the roadmap of your life, think of the destination as your vision. Visions are always long term and provide a target for what you are working towards. To reach the destination of your vision, you need some sort of transportation (like a bicycle) and that is what your goals and ideas are. Your ideas are the fuel to achieving your goals and your goals are the vehicle to achieve your vision. My advice to everyone reading this book is to take time to truly define who you are and what you want to be. Define the vehicles that will get you there and what fuel will be required to keep the vehicles in motion. This could be the most important exercise of your life, however once you have clarity and where you're going and how you will get there, success will be inevitable.

## ◇ Goal Setting Exercise

In the following section of this book, I want you to define your vision for your future or who you want to become. Take your time with this as it is important that the vision you choose is exactly who you want to be. After you have a definite vision, decide the goals or vehicles that will be required to get you there. Lastly, come up with the ideas or fuel that will be required to keep the vehicle in motion. This simple goal setting exercise can be a life changer if you do it consistently. The key with goal setting is to visualize your goals and prioritize which are most important to pursue first.

### ✓ Vision: Who You Want to Become (Destination)

### ✓ Goals: The Vehicles to Reach Your Vision

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Now that you have your vehicles picked out, ask yourself this question. "If I achieved just one of these goals' tomorrow or picked just one vehicle, which would have the greatest impact on my life or move me closer to my vision?" Circle that goal and make that your most urgent project. In the next section, write down 5 ideas to define exactly what fuel you will need to achieve your most urgent goal. Once you have these areas defined, the key to accomplishment is to begin the journey immediately and implement these 5 ideas into your life right now! This exercise can be repeated and the more you practice it, the happier you will be and the closer to realizing your vision will become.

### ✓ Ideas: The Fuel for Your Goals

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## ◇ Become Your Dominant Thoughts

Many people have asked me how I was able to take over the legendary legacy of Rick Grosso. My story really begins in January of 2011 when I was being recognized as Salesman of the Year for the first time. The company I worked for had a really nice awards dinner at Ruth's Chris Steakhouse and this dinner would turn out to be a moment that changed my life forever. I had the honor of meeting legendary Rick Grosso for the first time in person as he was a surprise guest for the ceremony. This is the guy I had been watching on video and listening to in my car for more hours than I could count. Even though I had never met him in person before, I felt like I knew him and truly attributed much of my success to his training. Throughout the evening I listened to Rick telling stories, talking sales strategy, and commanding the stage at dinner. He was wearing fancy close, ordering \$300 bottles of wine, and wearing a solid gold Rolex watch. I remember at that moment in my life telling myself, "I want to do more than just master Rick's training, I want to be Rick Grosso!" As I was recognized as top salesperson and being celebrated, I promised myself from that moment on I would master Rick's training better than anyone and take over his Legacy when he was ready to retire.

Now I knew that for anyone, especially Rick, to take me seriously, I needed to get to work and prove myself to my company, the industry, and the world. I also remember something Rick always instilled in me; "Great Salespeople are not born, they are made!" I would never classify myself as a natural born salesperson, however I always believed in my ability to work harder than anyone else. Hustle beats talent all day long when talent doesn't hustle! I got straight to work on my quest to take my performance to the next level. I had memorized every script, every close and every step in the process to the point where I could do it better than Grosso himself. I also practiced my tonality, body language and behavior through every step of the process. I wrote my own sales training book that went far more in depth on my sales process and made my success repeatable. My hard work translated to being recognized as Salesman of the Year three straight years and breaking every sales record my company had. Then the opportunity I had been working towards was offered to me to become the new sales trainer and manager. I knew this was my big chance to show the world what I was capable of, and I was off to the races. Even though I loved selling, I knew training was my true passion!

When I became the sales trainer, we were about a \$10 Million company, and I promised the owners that I would build one of the biggest and highest performing sales team in the industry. I believed I would achieve this and knew that I needed to if I was going to take over Rick's Legacy. Over the course of the next 7 years, I had grown my sales team to over 50 salespeople clearing just shy of \$100 Million in Net Annual Volume! My sales team was demoing 87% of all appointments, closing over 50% of them and retaining over 90% of the business. My last year as the trainer I had eighteen salespeople over \$2 Million, three salespeople over \$3 Million and once over \$4 Million in annual sales! There was not a single rep on my team under \$1 Million in annual sales. I had achieved my goal and knew that I had in fact built one of the greatest sales teams in the history of the industry. Every single day over the course of 9 years, I had been thinking about taking over Rick Grosso's Legacy and that had been one of the driving forces for me throughout the journey.

Then I got the news! Rick Grosso was holding his Last Ever Closer's Camp in February of 2019 in Washington D.C.! I knew in my heart that this was my greatest opportunity to talk to Rick about taking over his training and nobody was going to stop





me from flying to this seminar. I also knew in order to secure Rick's decision to pick me; I would need to dominate every other person at this Closers Camp to prove that nobody comes close to me when it comes to his methodology. Needless to say, the made-up mind is a powerful thing. I flew down to Washington and blew everyone else out of the water to be the last Closers Camp Champion. I asked Rick if he would be my guest at dinner that evening to celebrate my victory, but also to celebrate his retirement. He was thrilled with the offer and recommended a French Bistro downtown D.C. that he loved. During dinner, I didn't waste any time telling him what my dream for the last 9 years was and how everything I've achieved in my profession was to pursue my life goal of taking over his legacy. Without hesitation, he said "I can't think of anyone I would rather have to take over my legacy!"

**"You become what you think about most of the time." -Earl Nightingale**

The reason I wanted to put my story in this training bible is because I am living proof that you truly do become what you think about. I thought about being the next Rick Grosso and believed it so strongly that I truly feel it was inevitable. If you want something bad enough, are passionate about it and fuel it with a burning desire, achieving your goals is absolutely certain. If I can do it, so can you! Rick Gross always said, "If there is something you want in life, act and believe as if you already have it and it will come to you." Earl Nightingale described this phenomenon being as certain as the law of gravity and there has been undeniable evidence of this proven throughout human history. If you consistently think about who you want to become and what you want to accomplish, then fuel those thoughts with a burning desire, you can be certain you will become what you think about. If you truly think you will be rich, you will be rich. If you think you will fail, you will most certainly fail.

The question is, what are you allowing to occupy your mind all day long? Are you fueling your mind with positive thoughts, or is there doubt, fear and negativity creeping into your mind? Thoughts have a powerful influence on human behavior and emotion. Studies have shown that the human mind and nervous system cannot tell the difference between real and imagined experiences. When you imagine something, have deep thoughts or beliefs, it can affect your body physically and mentally. Hypnotists can make a very strong weightlifter believe that they cannot lift a small table simply by controlling his thoughts. This weightlifter's subconscious mind believes what the hypnotist is saying to be true and as a result cannot budge the table with all his might. We have all heard the famous quote "Life is a Self-Fulfilling Prophecy," but have you ever truly tried to understand why? The following is a diagram that helps explain how the internal thoughts and beliefs has a massive influence on our outward appearance and actions towards others.

**Your Beliefs Influence Your Actions.  
Your Actions Impact Others' Beliefs  
Their Belief Causes Affects Their Action  
Their Action Reinforces Our Belief**

**Begin the Cycle with POSITIVITY!**



**“Your mind can only hold one thought at a time positive or negative.”**

In 2005, the National Science Foundation published an article about human thought. In this study they found that the average person has between 10,000 and 60,000 thoughts per day. Some of the information they gathered was shocking. First of all, they found the 90% of the thoughts people have each day are repetitive, meaning they were the exact same thoughts they had yesterday. This reminds me of a famous definition for insanity as stated by Albert Einstein.

**“The definition of insanity is doing the same thing over and over and expecting different results.” -Albert Einstein**

If you have the same thoughts and actions every day, it becomes very difficult to achieve anything different or great. The biggest problem is out of tens of thousands of thoughts, it was found that 80% of all internal thought and self-talk is negative. Most people don't even know when they are being negative. Have you ever told yourself, “I would LIKE to be successful, or I'm going to TRY to accomplish that goal?” These are both examples of negative thoughts. Words such as “try” and “like” are negative because they leave room for doubt and failure. One of the most common negative things people say is “I want to be successful.” This is basically saying you are not successful now and is creating negative thoughts about your present situation. Instead, you should say “I am successful,” or “I am great” and believe in yourself with enduring faith. Successful people think and talk about what they want, and unsuccessful people think and talk about what they don't want.

**“Winners focus on winning while losers focus on winners.” -Conor McGregor**

Brian Tracy, author of The Psychology of Selling, made the marvelous claim that 85% of people with a goal achieve it. You would think then that 85% of people are successful and achieving their goals, but clearly this is not the case. Very few people have precise written goals with deadlines to achieve them. There was a study conducted on Harvard Graduates that tracked their success over 30 years after graduation. In this study they found out that 84% of the graduates had no goal at all and couldn't even tell you what their purpose in life is. 13% of the graduates had a goal and could tell you what their purpose in life was, however, it was not in writing with precise deadlines. Only 3% of the graduates had definite worthwhile written goals, with precise dates. The most shocking part of the study was that the 13% of graduates that had a goal, and knew their purpose in life, although not in writing, made more money than the bottom 84% of graduates combined. The 3% of graduates that had definite goals in writing with precise dates made more money than the bottom 97%! So why are people so conditioned to avoid goal setting and success? Achievement and success have nothing to do with talent or opportunity, it is a result of conditioning.

### ◇ **Divergent vs Convergent**

When we are children, our level of creativity and imagination is truly remarkable. I have the pleasure witnessing this every day with my own children. I currently have a 3-year-old daughter and a 5-year-old son and, like many parents, enjoy getting them gifts for Christmas. I recall last year; we had a very pleasant Christmas and were excited for our children to open their gifts. Out of every gift our children received, their absolute favorite gifts were the boxes the gifts came in. They ended up playing

with the boxes that the gifts came in more than the presents themselves. If you grab a box and ask an adult what they think it is, you will more than likely be told it's obviously a box. When children see a box, they see a spaceship, a racecar, a secret hideout or a treasure chest filled with gold. This means children literally are thinking outside the box. Adults seem to struggle at this. This may seem like a simple concept; however, this example actually has major implications to our success in life.

In 2011, a man by the name of Dr. George Land delivered an eye-opening speech on this topic. He delivered a TED Talk that demonstrated how almost all of us are born creative geniuses and how the education system dumbs us down. NASA Hired Dr. Land to develop a creativity test that would help to better explore and understand the true source of creativity. This highly specialized test would effectively measure the creative potential of their rocket scientists and engineers. When you work for NASA, creativity is mandatory to solve new problems and challenges that can arise at any moment. The test proved to be so effective it was issued to over one million participants of all ages and thousands of children. The children who were tested were put into a longitudinal study, which simply means they tested the same children every 5 years. This provided more accurate insight as to the change in creativity as people age. The results of this test revealed for the first time the true source of creativity and why children are masters to adults. The numbers below reflect the age group that the test was issued to and the percentage of participants that performed at genius levels. Just to clarify, genius level is a person with exceptional intellectual and creative power.

### **Percentage of Genius Level Scores by Age Group**

- **Age 5: 98%**
- **Age 10: 30%**
- **Age 15: 12%**
- **Adults: Less than 2%**

If you look at these results, it may be hard to believe how rapid creativity declines, however there is an explanation. Dr. George Land discovered that creativity is born in the mind and there are 2 primary types of thinking that occur called Divergent and Convergent. Children rely on divergent thinking, which is the imagination and creativity engine. When an individual has a Divergent or creative way of thinking, it lights up all the neurons in the brain like the Fourth of July allowing young kids effortlessly to perform at genius levels. In contrast, the only time adults use strictly divergent thinking is when they are asleep and dreaming. As we grow older and get conditioned through school, people rely primarily on convergent thinking. Convergent thinking focuses on the part of the brain that is responsible for Judging, Criticizing and Evaluating. Divergent thinking is the gas pedal of the mind and convergent thinking is the brake pedal. Convergent thinkers say why, while divergent thinkers say why not? When kids are brought up through school, they are conditioned to use less imagination and tone down levels of creativity. They teach kids how to find the one quick solution to a problem while discouraging any “outside the box” type behavior.

Divergent thinkers, like young 5-year-old children, are idea manufacturing machines and think of all possible ways to reach a solution. Divergent thought is like a spider

web that goes in multiple directions and is open ended. Convergent thought is more linear and only focuses on one obvious solution or the one correct answer quickly. If I put a toothpick in your hand and asked you to demonstrate what it's used for, you would more than likely begin picking your teeth. That is the convergent approach. In the same example, if I put a toothpick in your hand and asked you to creatively come up with as many uses for a toothpick as possible, that is a divergent approach. Convergent thought is certainly linked to why so many of us stop setting goals in our lives and strive to improve in adulthood. The flame of imagination that once shined brightly becomes very dim with age. Adults are conditioned to take the path of least resistance in life and avoid situations that would force them to change or be creative. The good news is, creativity in humans can only be suppressed, but it cannot be killed. The genius inside of us can go dim with age, but never burn out. We all have the ability right now to reignite our inner 5-year-old and awaken the creativity engine once again.

Dr. Land stated "we must first learn how to judge less and look to understand more. We must criticize less and be curious more." In today's world filled with technology and social media, the primary actions that suppress our divergent mind are being amplified. If you need an answer to a problem, what's the first thing you do? Do you pick up your phone or ask Alexa? When you get the answer, you're looking for, do you truly understand the origin of the problem? When you scroll through social media and look at pictures, what is the first thing you do? Do you judge and possibly even criticize others? If we all took more time to understand each other and more importantly, understand ourselves, we all would be more unified and have more opportunity for success. You can take action now by getting curious, writing down new ideas, looking to understand, taking the road less traveled and embrace new opportunities to grow and change. The mind, like a parachute, works best when it's open and your imagination is able fly freely.

### ◇ Poverty of the Mind & Scarcity Mentality

If you ask people how they would rate their success in life, most will rate it somewhere between mediocre and average. Much of the human population suffers from poverty of the mind and scarcity mentality. Poverty of the mind and scarcity mentality is an internal feeling of inferiority, complacency, and unworthiness to acquire wealth and success. They simply do not believe they are worth enough or will ever become rich, so they accept poverty as just the reality of their life and continue to sell themselves short. Have you ever told yourself, "I wish I could afford that" or "This place is good enough, I don't really want the bigger house or fancy car anyway?" When you have a scarcity mindset, all decision-making is based on the false notion that there is not anything else coming your way or that you can't do any better than you are right now. Then that manifests in to settling for becoming an underachiever and losing motivation to strive for greatness. If you don't feel you are worth more, then you must be worthless. If you are worthless, then there is no point in striving for more. Sometimes people will hold the value of their self-worth or self-image so low that they literally fear the thought of making a lot of money. In the book Think and Grow Rich, Napoleon Hill shined some light on this subject changing millions of lives.

**"No greater effort is required to aim high in life, to demand abundance and prosperity, then is required to accept misery and poverty."**

**-Napoleon Hill**



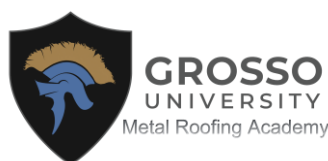
Instead of accepting poverty as a fact of their life, people should channel their thoughts and efforts to demanding prosperity. This one basic shift in living instantly transformed the lives of millions of people who read the book. Now you would think living in America, the Land of Opportunity, that most people would not accept poverty as a way of life, true? There was a story on CBS News in 2017 that claimed 57% of American's could not afford a \$500 debt and half the population runs out of money before payday! In the richest country on earth? That means an unexpected \$500 expense would put over half the country deeper in debt. Most of the country is accepting living paycheck to paycheck as their reality and feel they can't live any other way. The truth is, it's not a matter of which path in life is more challenging, it's a matter of choosing what path you want, believing in yourself and going for it. The catch is, there can be no compromise between poverty and riches. Whether you drive on the road to poverty, or the road to prosperity, they both will require similar effort, sacrifice, and even time. Just understand that the two roads that lead to poverty and riches go in opposite directions. If you desire riches, you must refuse to accept any road that leads towards poverty.

Rick Grosso has often explained poverty of the mind using an analogy of training fleas. He would describe fleas as being Olympic level jumpers that have incredible athletic ability. They can leap several feet in the air which, for their size, is an incredible feat. Now if you want to, you can condition and train a flea to only jump a few inches off the ground. All you need to do, is put the flea in a jar and cover the jar with a lid. Now in the beginning, the flea is not used to jumping with any restriction, so naturally when he leaps, he smacks his head. Then the flea leaps again and hits his head. Every time the flea jumps, he smacks his head, and it hurts each time. After a while, to avoid the pain of smacking his head, the flea will only jump a few inches high, and you can watch it jump over and over without hitting his head. Then after some time, you can literally take the lid off the jar, and the flea will still only jump a few inches high, even though he is still capable of jumping several feet without restriction. The point is, many people that are capable of Olympic-level greatness put false limitations and ceilings on their potential. For those lucky few who can overcome poverty of the mind and scarcity mentality, success quickly becomes easy!

Reading training books like this one already puts you on the road towards abundance and prosperity! The key is to stay on this path and avoid any other roads or people that can derail you from your goal. Once you commit to what you want in your life, only think in terms of having it now. Act and believe as if you already have it. Do not let fear get in the way! Fear blocks and even if you feel fear, you should act as if you have no fear. Think of a duck seemingly floating effortlessly in the surface of the water, even though beneath the surface the duck's feet are paddling frantically. To overcome your fears, redefine them as challenging and exciting opportunities with abundant rewards.

**“Feel the Fear and do it anyway!” -Susan Jeffers**

I believe a determined man or woman with a definite goal can be the most powerful thing in the world and transform themselves physically, mentally, and financially. In 2015 I was blessed to welcome my son into this world. During my wife's 9-month pregnancy, I had put on 40 pounds of sympathy weight as they call it! Now, I was always a great athlete in my youth and maintained a muscular physique in adulthood, however, after I had gained the 40 pounds, you would never guess I used to be in great shape. I started finding myself in conversations telling people that I used to be in good shape, or that I used to be muscular. After a few months of this, I really started to get



sick of telling people how I used to look. I asked myself, “why the hell don’t I look like that now? What’s my excuse for letting myself go?” Then I decided on a BHAG, which stands for Big Hairy Audacious Goal! I decided I was going to sign up for a bodybuilding competition. Now in case you don’t know, to be stage ready for a bodybuilding show, you must be at 5% bodyfat or less which is awfully intimidating for someone who was as out of shape as I was. The good news was I had a goal, it was in writing, I had a precise date and made it known to the public I was doing the competition. When I first began training and telling my friends and family what I was doing, they laughed at me and told me I was crazy. They said I would never be able to get down to 5% bodyfat in 6 months. Like they always say, the greatest motivational speech in the world is someone saying you cannot do something. In 6 months, I had lost over 60 pounds, put on a significant amount of muscle, and took 4th place in my competition out of 9 athletes. I promise you, if I had not signed up for that bodybuilding show and gave myself that deadline, I would still be where I was after our first child! That’s the transformational power of proper goal setting.

### **Dominic’s 6 Month Transformation!**



It is not enough to just have a written goal. You should take some time every day to come up with ideas that will move you closer towards achieving your goal. I recommend an exercise that I have my salesforce do on a regular basis. Figure out what it is you want and make it specific and definite. Let’s say your goal is to be a \$2 Million Producer in sales. You would simply grab a blank sheet of paper and at the top write I am a \$2 Million Salesperson! It is important when you write down affirmations that you always write them in the present tense. You do not want to say, “I want to be a \$2 Million Salesperson,” because that means you’re telling yourself you’re not one now. As a matter of fact, if you do not begin acting like a \$2 Million Producer right now, you will never become a \$2 Million producer. Becoming a top performer is a journey which means you need to act as if you already are what you want to become to get there. Once you have your goal clearly defined, quickly start writing down 15 to 20 ideas on how you can achieve that goal. What if you took a few minutes each day to write down 10 ideas on how to achieve your goals? That is 3,650 ideas a year! Truthfully, most of these ideas may not carry much weight, or even be that useful, but you are getting the creativity engine of your subconscious mind running. Your subconscious mind is infinitely more powerful than the conscious mind and it will be working on these ideas all day long. Then when you least expect it, amazing ideas will just pop into your head seemingly from nowhere and those are usually the best ideas of all! Remember, it only takes one great idea to change your life. Doing this exercise daily will turn you into an idea manufacturing machine and allow you to achieve genius levels of creativity once again!

## Chapter 2

### Trust is a Must!

I often talk to salespeople about what they attribute to being successful and the response I will get is; “Dominic, I just go into the customers house and make a friend. If they like me, they will buy from me.” There is no denying that likability is an important ingredient to any sale, however this is not the most important. Salespeople can have reasonable levels of success focusing on likability, but only striving for people to like you will only get you so far. The most important ingredient to any sale is trust. At Grosso University, we will tell you that trust is an absolute must! When the prospects invest their hard-earned money in your company, they are doing it because they trust that you are going to deliver on your promises and solve their problems. When you sell a home improvement, you are selling an unfinished good. This means your customers are buying something that is not even made yet. To extract \$20,000 from a customer on one-sit close for a metal roof that isn’t made yet is truly amazing and requires loads of trust. For many prospects, their home is the biggest investment in their lives and will not allow someone to work on it just because they like them.

The way I explain this to salespeople is that we all have people in our lives that we like, however do not necessarily trust in important situations. I can tell you personally that I have many friends that I really like and have fun with, but would not trust to work on my home, borrow money from me or watch my kids. As a matter of fact, many friendships and relationships are ruined when someone attempts to trust someone to work on their house just because they like them. Maybe you have experienced this yourself? What salespeople need to understand is that when you are in those situations where people bought from you, it may seem like the only reason they bought was due to them liking you. The truth is that most of those customers liked you and trusted you! In your efforts to be likable, you possessed important attributes and conducted yourself in a way that was trustworthy. Without consciously realizing it, you were confident, you smiled at them, you acted authentic, you were most likely relaxed and maintained strong eye contact. In your mind, you were just trying to be likable when, in reality, you were displaying all the greatest attributes of a trustworthy person.

Another thing I commonly hear from salespeople is that they can easily build rapport with people and that’s why they are successful. The question is what exactly is rapport? I find that many people focus on likability or making a friend when they speak of rapport, when this is only a small part of what rapport really means. Rapport is defined by many experts as people relating to each other in a way that creates mutual trust and understanding. In other words, when people have strong rapport, it’s like saying; “I understand and respect you, and I can tell you understand and respect me.” This creates a strong bond between people. Prospects want to put their faith on the person they feel understands them, can relate to them, and truly cares. Furthermore, they want to put their faith in someone who is an expert in their field. Even if you are a nice person, they want professionals who can get the job done right and not amateurs who will wing-it. Bottom line, trust is everything in a sales encounter.

## ◇ 4 Keys to Building Trust

1. **Empathy:** Empathy is your ability to understand, imagine or sense how your prospects feel. All human beings have a strong desire to be understood and are drawn to others they feel do understand them. It is important to note that empathy is not sympathy. Sympathy means you feel the way they feel which would be a huge problem for a salesperson attempting to influence someone. It's ok to show empathy and have understanding for how they feel, however you must be in control over your emotions. Salespeople that have sympathy will allow prospects to steam roll right over them and will take their objections to heart causing them to be weak in the close. Prospects will trust you when you can relate to them as human beings, ask them questions, and truly listen to them.

2. **Authenticity:** Simply put, just be yourself! Speak to your prospective clients the way you would respectfully speak to a friend or relative. Salespeople who are authentic live in the moment with conviction while staying true to who they really are. When you remain true to who you really are, you are more relaxed, easy going and do not sound like a salesperson. It can be challenging be your true self because often salespeople are nervous or let their emotions affect their behavior. This is like the experience of becoming a public speaker. In the beginning, you may sound different because of fear and emotions, however over time, it becomes more natural. Many salespeople need to condition themselves to push past their fear, let their hair down and just relax in front of the prospects. It goes without saying, you want to always remain professional, however, also be true to who you really are and building trust will become effortless.

3. **Integrity:** The quality of being honest and having strong moral principles or morals. Salespeople that are found to be genuine, class acts and have a good character can easily build trust and rapport with their prospects. This is because prospects have built in "bull shit" detectors that can tell when someone is being untruthful or not speaking honestly. Salespeople that have high levels of ethics and integrity do not have to pretend they do and genuinely have the prospects best interest in mind. This causes the prospect at a subconscious level to trust the salesperson and believe they genuinely care.

4. **Confidence:** It has been said that the most important trait of a top producing salespeople is Confidence. Confidence is a feeling of self-assurance arising from one's appreciation of one's own abilities or qualities. If you are not confident in yourself, customers will not be confident in you. This confidence needs to be demonstrated by your knowledge, your body language, tone of voice, rate of speech and even dress attire. People that are confident stand up straight, maintain eye contact, don't speak too slow or too fast, they smile and have a smooth yet firm tone of voice. People that lack confidence hunch over, do not maintain eye contact, talk too fast, too soft, and have a high pitch to their voice. This lack of confidence leads to lack of trust as a result. Knowing your product, your competition and the Grosso methodology all lead to improved confidence.



## ◇ SRLR Acronym of Trust

Rick Grosso was always put emphasis on the S.R.L.R acronym as a simple formula for building trust. This acronym used in combination with the 4 keys mentioned earlier is a powerful combination. I always reminded myself of this acronym before every lead to make sure I was executing it properly. Any time I put greater emphasis on these areas, the results were incredible.

**Smile:** Some have defined the smile as the gateway to the soul. If you are walking down the street and someone gives you a bright and genuine smile, it can literally change your entire day. When you meet your prospects for the first time, greeting them with a smile instantly makes you appear more genuine and trustworthy. There are almost too many benefits to a big smile to list in this book, however I will point out a few of them. When you smile at your prospects, they perceive you as being likable, courteous, and confident. The smile is one of the most contagious emotions and when you smile at your prospects, it is almost inevitable to get a smile back in return. Studies show that when you smile, dopamine is released into the brain inducing the feeling of pleasure. Smiling elevates your mood, creates a sense of well-being, and releases endorphins. In its simplest form, a smile can make your prospects feel comfortable, relaxed, and happy making it one of the most powerful weapons of influence.

**Repeat their name:** One of the best sounds a prospect can hear is the sound of their name, especially their first name. Some experts describe this as being like “sweet music to their ears.” Dale Carnegie once said; “one of the best ways to win friends and influence people is to remember their names.” When you use their name, you stand out as a true sales professional that cares about them, wants to take care of them and is trustworthy. I have been guilty of missing the mark many times by forgetting the prospects names during a lead and I know it decreased the level of trust I had with those prospects at the time. Before your lead, repeat the names of your prospects out loud several times and make sure you have it written down somewhere you can clearly see it. This will all help with retention and allow you to repeat their name naturally.

**Look them in the eye:** Whether you are selling in person or virtually, eye contact is very important for building and maintaining trust. Professional and sincere communicators will look prospects in the eye when they are talking and, more importantly, when the prospects are talking. When you truly listen to your prospects and look them in the eye, they get the sense that you genuinely care about them and are honest. Strong eye contact shows you have nothing to hide, that you are confident and sincere about what you are saying. If you avoid eye contact with your prospects, it looks as though you are hiding something, that you are uncomfortable and possibly untruthful. The subconscious mind is always studying a person’s body language and does not trust someone who avoids eye contact.

Just like any technique, there is such a thing as too much eye contact. If you never once take your eyes off your prospect, they will think there is something wrong with you. Studies have shown that the ideal amount of eye contact you should have with your prospects is 75%. This allows you to maintain that strong eye contact with them without making them feel uncomfortable. When you are selling virtually, it is more difficult to maintain eye contact being that the cameras are not located where the customers eyes are. If you look at the customers eyes the entire time you are on a virtual meeting, it’s just as bad as never looking them in the eye when meeting in person. When virtual selling, be sure you are looking at the camera while still paying

attention to the prospects body language and facial expressions. Top sales performers have trained themselves to look at the camera while using their peripheral vision to study the prospects body language, however this takes a lot of practice.

**Relax them:** Remember, you cannot and will not close someone unless they are comfortable and relaxed. The simple way to keep your prospects comfortable is to make them believe they do not have to make any decisions today. You should be delivering your presentation using “if and when” language. You want the customers to believe that you are a trusted advisor or guidance counselor and that your only job is to educate them for their future consideration. Many of our clients have a 30-day price guarantee and some even have a 1-year price. The goal with both strategies is to make the prospects feel they have the time they need to think it over so they can remain receptive to my presentation.

### ◇ **ADAPT: Being a Chameleon:**

Most sales reps know that, along with trust, customer relationships are the key to success, however most sales training pays little or no attention to how personality styles affect these relationships. Your sales “**skills**” and “**strategies**” are crucial to your long-term success, however there is a third “**S**” that is just as important:



**Style:** This encompasses the personality-driven behaviors and needs of both the salesperson and the customer. In other words, people can sense the person that's easy to talk to and that they can relate to the most. Sales reps must be able to pick up on this. The question is, “*how exactly do you modify your sales style to allow your prospects to relate to you?*” For this, we must start with a basic principle of human behavior; People tend to treat others how they like to be treated, which has a lot to do with upbringing and manners. You as the agent of influence need to identify who you are as salespeople tend to project their own personal thoughts, feelings, and beliefs onto their prospects. If you are someone who wants all the details before making a buying decision, you are likely to provide a lot of detail to your customers. (Sometimes TMI) Maybe you are personally driven by the following belief: “*I can't make a decision without having all of the data, so they must need all of the data before they decide.*” These are both examples of how salespeople project their own beliefs which has a profound impact on their ability to adapt, often negatively.

The issue here is that your prospects do not necessarily want what you want or feel the way you feel. We need to reverse this innate tendency to sell others how we like to be sold, and instead, sell to others how **they like to buy!** When you act like a chameleon and adapt your communication to the customer's needs, you demonstrate that you understand them, and they feel satisfied that they understand you. This all leads to you executing a **personalized masterful presentation** influencing a buying decision more often than not. Here's a good analogy that helps me understand the importance of getting on the prospects level. Imagine you are driving a truck and trying to hook up a trailer. Would it be possible to drive by the trailer at full speed and somehow hope that it latches itself onto the hitch of the truck on its own? How do you hook up the trailer properly? First, you need to line up the truck with the trailer, come to a stop, meet the trailer where it resides and make the connection. Once the connection is made and you are on the same level that the trailer is, you can then begin to guide it in the direction in which you want it to go, and it will follow your lead! The same holds true for your prospects. You need to take the time to meet them where

they are, make the connection with their preferred style of communication, then they will follow your lead.

One great method of the Chameleon Selling strategy is the **ADAPT** method developed by **Merrick Rosenberg**, author of *The Chameleon*. The word ADAPT of course being an acronym or formula for being a chameleon in the home:

**Assess:** Truly take the time to understand **your own** purchasing style. The most successful salespeople are self-aware and have taken the time to identify how they are wired to interact with others. Once you identify your personality style, you can ensure that you don't impose or project your style on others.

**Determine** Take time to understand **your customer's** style and personality. This is accomplished by being aware of behavioral and environmental cues. There's only so many different personality types such as **assertive, analytical, and collaborative** (This is being painted with a very broad brush). There's a certain way to deal with these different groups and failure to understand this is sure to get you kicked out the home on a regular basis.

**Adapt** Be deliberate and make a decision about to your customer's style. Once you are confident about both your style and your customer's style, be the chameleon and flex to the direction of the customer. Be willing to go up or down to meet them on their level, then slowly work towards bringing them to your level.

**Perceive:** Try to recognize the impact of your style-flexing or adapting of your communication strategy. Evaluate and pay close attention to the prospect's response of your intentionally modified behaviors. When you are being a chameleon, one of the very first things that you must notice is how the prospects are reacting to your chosen style of communication and whether it garners a positive or negative result. During this process, you need to pay close attention to your prospects non-verbal communication to help you understand the impact of your delivery.

**Track:** Keep a detailed record of your reactions and your results from those actions (Journal). What gets recorded, gets remembered or the dullest pencil is better than the sharpest memory! Keeping a detailed journal of how your style choices the garner a positive or negative result allows you to remember how you should treat this personality type next time around. Eventually you will be able to become a chameleon without thinking about it.

The most successful salespeople are the most adaptable. Skills and strategies are critical for success, however your style or means of delivering the message modulates both. Regardless of whether you are assertive, analytical, or collaborative, success will be built upon being able to communicate and adapt to many different kinds of prospects in different situations. As mentioned previously in this chapter, it's important to be authentic or true to yourself, however you also must focus on adapting to others intentionally making space for their style or preferences. Chameleons, for example, don't change who they are or what they are. They only modify or ADAPT their appearance so they can better blend into their surroundings. To ensure the long-term survival of the Chameleon and the Salesperson, they must be able to adapt to the different environments they will be exposed to.

Sales reps who pitch the same product the same way over and over again are failing to connect with their prospects and customers. On the other hand, sales reps who shoot from the hip and have no structure to their process seldom fare better in forming genuine connections. Being a chameleon is a dichotomy and requires a lot more effort than doing what you please, it's more of how you please. I need to be balanced staying consistent in delivering the message, however flexible in how I deliver the message. Buyers don't want us to be fake or manipulative. They want you to be genuinely tuned in and responsive to better understand them. What we hear from prospects in the new age of selling is that they want (and even demand) sellers they can trust. At the heart of trust is making the human-to-human connection of mutual understanding. Being a chameleon enables make this human connection and, therefore, to be trusted.

Perception is reality. It's not what you are saying that matters but rather how the prospects "perceive" what you are saying that is everything. It's not uncommon for a salesperson's message to be taken totally out of context and as a result, the prospects shut down. When we talk about perception of the salesperson's style, we are not talking about putting on an act, turning on the charm, or schmoozing to gain favor. The stereotypical con-artist behaviors that give our profession a bad name is the opposite of what is suggested here. Remember, your prospects have a built-in BS detector. Adapting your sales approach does not mean you are trying to fool someone. It's no different than speaking louder, clearer, or slower when you interact with someone who has a different first language than yours. When talking to the elderly, you may be softer spoken, more articulate and polite than when talking to a 40-year-old Harley Davidson Enthusiast with a Bad to the Bone Tattoo. The purpose of adapting is to make it possible for someone else to feel comfortable with you like family.

How we present ourselves in a sales encounter is important. Often when salespeople are being trained a new system, their tone, mannerisms, and pace through the sales process are "cut and paste." When we ask sales reps about their style and mannerism, it often takes them by surprise. Most reps do not think about making stylistic changes to suit the customer. Without studying personality types or diving too deep on the laws of human behavior, these are common sense adaptations that can easily be integrated into any sales process and into every sales call:

- For prospects who ask detailed questions, we must provide more details. Some people need to have concrete examples, facts, figures, and a logical case laid out when they make a decision. You'll know who they are if you ask a few questions about how they make decisions and what they value. You'll see them go straight into the numbers you provide. And you'll notice little clues in around the house too, like spreadsheets (bills and or payments) to be analyzed and neatly organized shelves.
- For prospects who talk about the future and get excited by new possibilities, brainstorm away. Some people need time to create and envision themselves where no one has ever gone before. You'll know who they are if they perk up when you ask questions about what they are creating, about their vision, and what they value. You'll hear them describing long-term goals and dreams. And you'll see them showing less interest in facts and figures which may bore or alienate them during your presentation.
- For prospects who seem people-oriented, indulge in personal conversation. Be sure to ask about family (using F.O.R.M method), friends, and or co-workers. Remember the details about their life events, send cards, or well wishes on birthdays and anniversaries. When asking for a decision, be sure to include



everyone that's a part of the decision-making process – speak on what your solution means to them, how the family or group will be impacted, etc. You'll recognize these types of prospects by the people they surround themselves with (look for photos), the open way they ask about you and your colleagues and who you might know in common, and their expectation that there will be “small talk” before getting down to business.

- For prospects who seem introverted, they usually pause before they answer your questions and generally act more reserved, giving them space and time will allow them to process information the way that they need to. Introverts prefer to process information internally and they feel pressured when they are interrupted with a question that requires a quick reply. Silence is very important here, so ask a question and pause. Be comfortable in the silence instead of trying to fill it in. This is the most common mistake by sales reps. You'll be surprised at how much more effective you'll be when you allow just 5-10 seconds of thinking time for this type of prospect.
- For prospects who want a plan of action, lay it all out up front. Some sales reps prefer to “shoot from the hip.” If that is your style, just know that the prospect who prefers a solid plan with schedules and structure in place will think that you are “full of it” and may have a tough time trusting you. You'll know who these prospects are, if you ask them what they expect from your company, and they spill the beans in a negative fashion. Straight to the point. Adapting to these styles isn't the easiest thing and it may even be uncomfortable. If you're not into numbers and logic, adapt your sales approach to show respect for your customer's finesse. Don't be afraid of their questions about the analysis questions are the answers. However, it's important to be the expert in the home, but it's also important to NOT have all the answers. Train yourself to know a little bit about a lot, versus everything about a little. Prospects are not sold only by facts and figures anymore. We have to activate their emotions, using personal or third-party stories, you'll be just like the chameleon, adapting without thinking about in response to the environment you've encountered. You will be more effective when you do this, and you will develop a high sense of trust.

# Chapter 3

## Step 1: Preparation & Good Leads

### ◇ Proper Preparation

**“By failing to prepare, you are preparing to fail”- Benjamin Franklin**

In this training bible, we will cover the sales process in depth, which is crucial to your success and the foundation of our training. However, in the profession of in-home selling or virtual selling, preparation is everything! The question is what you are doing before your appointments to give yourself energy and momentum to maximize your performance! What time are you waking up? Do you have a fitness regimen? Are you eating healthy? We understand that selling is simply a transference of feeling, so feeling physically strong, mentally sharp, well rested, and positive will have a dramatic impact on your success in this business. At Grosso University, we know that how you start your day is everything to being a shining star in sales. Better morning routine equals more SALES! For this reason, we created a simple acronym to highlight what we believe to be the morning routine for the sales warrior. The acronym is S.A.L.E.S and is explained in the following section.

**Sleep:** What time are you going to bed? Are you getting enough sleep? Did you stay up watching late night TV or have some drinks while you're binge-watching Netflix till 3am? Nothing is more debilitating to a salesperson than working a 12-hour day on 2-3 hours of sleep. Creating a routine at home of going to bed at a reasonable hour, preferably before midnight, to allow yourself at least 6 to 8 hours of rest will give your body and mind the energy it needs. There have been numerous studies on sleep and several findings made in the last few years. Lack of sleep has been shown to reduce intelligence, impair brain function, cause rapid aging, and even weaken your body's immune system. Men who deprive themselves of sleep also have lower testosterone and are more likely to develop cancer. Sleep is really freaking important to your health and your life so don't become one of those idiots who thinks lack of sleep is a badge of honor. Make it a priority to get consistent sleep each night and your ability to perform will improve instantly.

**Affirmations:** One of the greatest boxers of all time without a doubt is Mohamad Ali. His legacy in the boxing world will surely go on for eternity. He was known for being fast and well-conditioned, however what he was most known for is his ability to destroy his opponents mentally. He had an ability to get inside their head and make them believe they were unable to defeat him in the ring. By the time the opponent showed up to the fight, they had already been mentally defeated which made it that much easier for Ali to defeat them physically. Along with using this Jedi mind trick on his opponents, he also used it on himself every day. Ali was the king of affirmations and was known for constantly saying **“I'm the greatest!”** He was also quoted saying **“it's the repetition of affirmation that leads to belief. Once that belief becomes a deep conviction, things begin to happen!”** Affirmations are a priceless tool that can quickly help you become the person you'd like to be. With affirmations, you can literally design and develop the mindset you need to take any area of your life to the next level.

Some of the most successful people in the world have testified to using affirmations as a way to keep them moving forward on their journey to wealth and prosperity.

Whether we realize it or not, we have constant dialogue running through our heads all day long. Most of this dialogue is subconscious and unfortunately negative or unproductive. Affirmations give you the opportunity to consciously control or program the dialogue in your mind to optimize your attitude, energy, happiness, confidence, and belief. When you create a habit of telling yourself positive affirmations, your subconscious mind will then go to work making those affirmations come true. The great thing about affirmations is they can be targeted to any part of your life. You can create affirmations pertaining to success, relationships and even fitness.

The key to making affirmations come true is to act as if they already have, even if they seem lofty or unlikely. For example, if your affirmation is “I am a \$3 Million Salesperson,” then you do not need to wait until you hit that number to begin acting like it or believing it. You can choose to be a \$3 Million producer now; the clock just hasn’t caught up yet. Like when I affirmed to myself, “I am the next Rick Grosso!” I acted and believed I already was, and it just took some time for the clock to catch up! Sometimes your conscious mind will resist or feel uncertain about a lofty affirmation, however your subconscious is more easily influenced. It will work for you if you are consistent and make it a daily routine. Grosso University has a simple framework for crafting powerful affirmations that you can begin using now! Here is the breakdown on how to construct powerful affirmations:

### **1. Always use “present tense” language, preferable with the words, “I am”**

When you speak in past or future tense language, it has a negative impact on your subconscious mind. Your subconscious lives in the present and responds much stronger to affirmations that are in the NOW. For example, if you say “I will be successful, your subconscious automatically records that as you NOT being successful now. When you say, “I am successful,” the subconscious mind records that you are now and will work hard beneath the surface to make it true. Whatever it is that you want or desire, begin walking, talking and acting like you already are that person or have already have it!

### **2. Say affirmations out loud**

Studies have shown that when you speak your affirmations out loud, your subconscious hears your commands much stronger and is more influenced by them. To reinforce your affirmations even further, get your senses involved. Some have added the pleasant smell or their favorite incense or candle to trigger an emotion. Some add the sound of a bell or even music to add more power to their affirmations. Play around with this concept to find the ideal way that works for you!

### **3. Avoid Negative Words**

There are many negative words that you want to avoid in your affirmations that could consciously be thought of as positive. You must avoid negative words whenever possible as the subconscious mind will draw its energy to the negative whenever the opportunity arises. An example of a negative affirmation that you may think is positive is “I am no longer sick.” The subconscious would translate this affirmation as “being sick” because that is the headline of my affirmation. Another example would be to say, “I am not poor.” Poor being the headline ends up being the focus. Rather than saying you’re not poor, say the positive version; “I am wealthy.” Affirm what you want, not what you don’t want. Affirm what you are, avoid what you aren’t.

#### 4. Be Specific & Visualize

Get specific on what exactly it is that you want and include that in your affirmation. Visualize already having those things in your life. Think specifically about the house you want, the fancy car, the husband or father you want to be and even your physical desires. It's helpful to create a vision board containing photographs and other visual aids to enhance your visualization. Again, consciously, your mind may resist these affirmations, however it's just as important to ask as if these already came true. "I am the proud owner of a 2020 McLaren 720s" or "I live in a beautiful house with gorgeous mountain views."

#### 5. Add an Adjective and Enthusiasm to make Affirmations more Powerful

Rick Grosso's favorite adjective was always Fantastic! It did not matter if he just got done with a surgery or was extremely sick, if you ask Rick how he's doing the answer will always be "Fantastic!" You can add powerful words like this to your affirmations to give them more excitement and energy. To make affirmations work for you, it is important to have loads of energy and enthusiasm behind them and that is what these power words do. "I am a Fantastic World-Class Sales Trainer" or "I am incredibly handsome and amazing at closing the sale"!

### Affirmation Exercise

Writing down affirmations is a surprisingly simple exercise, however very few take the time to do it. Completing this exercise already puts you ahead of the competition. To get the most from your affirmations, the optimal times to go over them are early in the morning before you start your day and right before you go to bed. This exercise should take around 10 minutes allowing time for repetition and visualization. For this assignment, take our affirmation framework to construct 10 of the most powerful affirmations you can think of. Remember to always write them down in the present tense, be specific, avoid negative words and insert a powerful adjective in each affirmation. Record your affirmations on your smart phone or tablet and listen to them throughout the day for added benefit. Below are my 10 Affirmations:

1. I am the world's greatest and most sought-after sales trainer.
2. I am an incredible husband that loves my beautiful wife unconditionally
3. I am an amazing father to two beautiful, healthy children.
4. I am a very talented piano player that can write music.
5. I have an extraordinary level of physical and mental toughness.
6. I am the proud owner of 3 gorgeous homes in dream locations.
7. I am confident, I am assertive and always assume the sale.
8. I am extremely hardworking, successful, and financially free.
9. I absolutely love myself and my wonderful life.
10. I am an expert closer and master agent of influence.



**Use the section below to write 10 fantastic affirmations!**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**Learn:** School is never out for the closer! They say if you want to hide the secret to the world where nobody would ever find it, just put it in a library! In America, the average person will read less than 4 books in a year and 30% of people won't read a single book! Often in sales we invest time educating ourselves early on in our career, however as time goes on, the education stops! Sales warriors make it a priority to learn something new every day! Making it a part of your daily routine to read for just 10-15 minutes can have a profound impact on your continued growth and development as a person! If you were to make it your goal to read just 10-15 minutes per day, you would complete around 20 books per year. Reading stimulates your own creativity and allows you to craft new ideas, tactics, and strategies to become a more proficient sales professional. Remember, it only takes one great idea to transform your life!

**Exercise:** Do you have a fitness program you follow religiously? They say when you exercise, your body releases chemicals known as endorphins. These endorphins interact with the receptors in your brain the reduce your perception of pain and anxiety. Endorphins trigger a positive feeling in the body, like that of morphine! Exercising regularly has also been shown to improve confidence, boost mental clarity and even reverse the signs of aging. Lastly, working out activates other neurotransmitters in your brain such as Dopamine and Serotonin. Along with making you feel amazing, you will have quicker response time, better focus and overall, a much more positive outlook on life. Let me ask you a question. If you have more energy, more clarity of thought, improved confidence levels, less pain, less anxiety and are more positive, could you see that boosting your performance? Exercise will allow you to have better control over your emotions giving you the ability put more focus, on your prospects and their emotions.

***“You sell proportionate to how you feel.” –Zig Ziglar***

Salespeople that master this methodology and have a regular fitness regimen are lethal weapons out there in the field. This doesn't mean you always need to go the gym and



train for hours. Simply start every morning with a nice workout routine to get the blood flowing. It could be as simple as a 20-minute run on the treadmill, some weight training, or anything to get the heart rate up. The little things don't make a little difference, they make all the difference!

**Sustenance:** Your brain and body need energy to function properly, and they acquire this energy from the food you eat! If you sleep for 8 hours without eating, and then skip breakfast, you are depriving your body and brain of vital sources of vitamins and nutrients it needs to function at a high level. The most common excuse I hear as to why people skip breakfast is, "Dominic, I'm just not hungry in the morning." The reason many people are not hungry in the morning is because they have conditioned their body to skip breakfast from the habits they have formed. The good news is, you can form new habits and learn new skills whenever you want to. This takes making the commitment to improve as a human being and a sales professional, then committing to it for at least 21 days. After 21 days, you will find yourself looking forward to breakfast and having a large appetite each morning.

Have you ever heard, "you are what you eat?" This is true and is important for you to be conscious about. When you choose the foods you eat, are you fully aware of exactly what that food is doing for your body? This sounds like a funny question, however if you drove a Ferrari, would you just pour whatever random fuel and oil into it without knowing exactly what it does to the performance of the car? Of course not! Most people choose what they eat mainly by what the food tastes like. Now we understand taste is important, however moving forward, treat yourself like the high-performance Ferrari! Choose the food you eat first and foremost because of what it does for you, then focus on taste. Ask yourself, does this food give me energy? Will it give me more clarity of thought? Will it help with building muscle or boosting immunity? Educate yourself on the foods you are putting into your body and when you get used to it, you will have great tasting food that dramatically improves your performance!

You will often notice that many salespeople will get into this business and gain a ton of weight. When you're on the road for hours every day, it is convenient and tempting to stop at the Golden Arches. This temptation to eat fast food dramatically increases when you skip breakfast. Skipping a balanced breakfast causes the body and mind to go into survival mode causing you to crave extremely unhealthy foods later in the day. To make matters worse, eating crappy food further add to the terrible energy levels and weight gain. The combination exercising in the morning, and then having a hearty but healthy breakfast, will fuel your brain, jump start your metabolism, give you more energy and make you burn double the calories throughout the day! You Can't Afford to Skip the Most Important Meal of the Day!

## Grosso University Morning S.A.L.E.S. Routine

| Step         | Recommended activity                                      | Recommended time | Benefits   |
|--------------|---|------------------|--|
| Sleep        | Get a full night's rest to recharge your batteries        | 6-8 Hours        | Improve brain function, boost immunity & improve mood  |
| Affirmations | Say positive thoughts out loud first thing in the morning | 5 minutes        | Reprogram your brain with positive thoughts            |
| Learn        | Read a few pages or listen to chapter in audio book       | 10 minutes       | Learn new skills that promote success                  |
| Exercise     | Exercise, play sports, lift weights, do yoga!             | 20 minutes       | Increase energy, improve health & emotional well-being |
| Sustenance   | Breakfast as source of strength or nourishment            | 20 minutes       | Improves energy, endurance, mental clarity & attitude  |

### ◇ Before Leaving the House

**Your Appearance Matters:** What you wear says a lot about who you are. When I would ride along with salespeople, I would occasionally see some poor or inappropriate dress attire. This instantly gives me a negative feeling about how I perceived that person. In sales and in life, perception is in fact reality. My question for you is “Do you truly want to be the top salesperson in your company?” If you do, then really take a minute to look at yourself in the mirror every day and ask yourself; “Is my appearance congruent with being a top salesperson in this sales profession?” In the prospects mind, your appearance has massive effect on how they perceive you and the quality of your offering. Over 90% of the prospects first impressions of you when you walk in the door is determined by how you're dressed. They will typically make judgement in as little as six seconds if they could see themselves buying from you. Now don't get me wrong, you don't want to show up to your client's house in a suit or tuxedo, however dressing like a professional is extremely important. We find it is important to research your customer in advance to ensure you are dressing congruent to their environment. The way you dress showing up to a \$3 million mansion should be a little different than how you would dress showing up to a mobile home for example. You should always aim to be well groomed, smell good, have clean shoes and professional looking clothes (preferably with your company logo). We recommend wearing your shirt tucked in with a nice belt as it makes you appear more polished and organized. Looking good builds confidence and confidence sells. It's that simple!

**“Who you are speaks so loudly I can't hear a word your saying!” -Rick Grosso**



**Be Clean and Organized:** What is the current state of the vehicle you drive? Is the interior clean? How does it smell? If you believe you are a disciplined, clean-cut professional and want to be judged as so, then act as a clean-cut professional in and out of the lead! What would your prospects think of you as a person if they based their opinion of you solely on the condition of your car? If your vehicle is dirty, full of garbage and is disorganized, then that says a lot about who you are as a person. Take some time to clean up the inside of your vehicle, and keep it clean like your pride, reputation and profession depend on it, because it might! In your vehicle you should also create an organized filing system for your paperwork. Your car is your office and obviously you as a salesperson have a lot of paperwork and samples you haul around. Is your paperwork always organized? Do I have a way of tracking all my prospects past and present? Could I easily locate any document I need without digging through a pile of garbage? Make your life easier by keeping your vehicle/office as organized as possible.

**Arrive early to get there on time!** First of all, it is Mandatory that you be on time for every appointment. Making a habit of arriving near your appointment early will allow you to accomplish this every time. As mentioned earlier in this book, life is a self-fulfilling prophecy and you truly become what you think about and believe. You want to arrive at every lead a little early so you can gather your paperwork together for appointment and spend at least 10 to 15 minutes visualizing the sale. Close your eyes and visualize yourself mastering all 10 steps to the sale. Tell yourself you are going to give the best presentation you've ever given in your life. Picture the prospects getting involved, having fun and being blown away by your presentation and your professionalism. Visualize filling out the contract with that prospects names on it! How much is the sale going to be for and what will your commission look like. Practicing this exercise before each lead gets your mind in focus and often what you imagine will become reality! Having a positive attitude and positive momentum will give you the confidence you need to be an effective agent of influence.



## ◇ The Definition of a Good Lead

**“You \_\_\_\_\_ 100% of the \_\_\_\_\_ you don’t take” -Wayne Gretzky**

What is the definition of a good lead? Is someone else in your company getting all the good leads? Is there this huge conspiracy going on in the world where marketing is purposely trying to give you difficult situations to prevent you from hitting your sales goals? We as salespeople would all love to get the Red-Carpet treatment on every lead, wouldn't we? Imagine going up to a customer's door to be greeted like this:

**Prospect:** “We are so happy you are here because we are ready to move forward with this project as soon as possible! We just finished setting up the table for you with cookies, donuts, and coffee because we know you are going to be here for at least 3 hours. We also have the checkbook on the table ready to go and are prepared to move forward today so long as the price is under \$40,000. So why don't you come on in so we can begin the purchasing process!”

Understanding that this type of lead is not reality, salespeople need to expect difficult situations and take 100% responsibility for performance. What are the thoughts rolling through your head when you pull up to a trailer home that looks like it should be condemned? How about when the customers are hoarders and there is garbage up to the ceilings? In many situations, that little judgmental robot in your head tells you that these customers are a waste of time, don't have any money and can't possibly have good enough credit. As a result, you prejudge and half-ass the lead. Salespeople that prejudge their leads are missing out on a tremendous amount of business. I explain this to my salespeople, and I'll tell you as well; you can make an excuse on almost every lead why you didn't sell it or skipped over the demo. If you believe in your own excuses, you will be right most of the time. However, if you just put your blinders on and promise yourself no matter what the situation or challenge is, that you are going to deliver the most masterful presentation you have ever given, you will succeed in making a sale more often than not.

## Appointment Timeline

| Intro  | Survey     | Measure    | Company Story | Evolution  | Product Presentation | Closing Sequence |
|--------|------------|------------|---------------|------------|----------------------|------------------|
| 5 mins | 15-20 Mins | 15-20 Mins | 25-30 Mins    | 15-20 Mins | 45-60 Mins           | 30-60 Mins+      |

**Average Timeline in the Home= 2.5 to 3.5 Hours**

The timeline above is the timeline for a properly executed roofing appointment. Remember that something magical happens after 2.5 hours! To build a relationship, price condition, differentiate, build enough value and get the prospects to fall in love with the metal roofing system takes time. From my personal experience, I always noticed the timeline seemed to balance itself out in the home one way or the other. If I shortcut the process, I would spend more time closing. If I front-loaded the process correctly, I would spend less time closing. Ultimately salespeople need to slow down and invest the appropriate amount of time in each step to make the close the natural conclusion and button up the sale. Live by this timeline religiously and success will become easy for you!

## ◇ Diamond in the Rough

One of my top salespeople explained a situation to me where he drove up to a customer's house and immediately began to prejudge. The house was falling apart on the exterior, and it had the appearance of being abandoned. He was there to sell a metal roof, which he knows can be a fairly large ticket. When the homeowner opened the door, there in front of him was an older woman, seemingly disabled, bound to a wheelchair. She was wearing old clothing, clearly had not taken a bath in a while, and had most of her teeth missing. My rep's nostrils were burning slightly as he caught a massive whiff of cat urine. As much as our salesperson tried to fight it, he mentally could not help but prejudge and began to tell himself that she can't possibly have any money or credit. He normally would have significantly shortened the process to get out of there, however, it was the last day of the month and he needed one more sale to hit his goal. So even though he had his doubts whether it would amount to anything, our salesperson sucked it up, put his blinders on, and delivered his presentation.

This customer wanted a very nice metal roof and picked a metal shingle that was pretty high end. Besides the awful smell, the presentation and the appointment went surprisingly well. He could tell the customer really wanted what he was selling, and all the buying signs were there, however he still couldn't help but prejudge. He worked up the proposal and reluctantly slid over a price for over \$25,000 for this new roof. The only question the customer asked was "Can I just pay cash?" Our salesperson could not believe what he just heard! As mentioned earlier, this woman was in fact disabled and had limited ability with her hands, so typing on a keyboard was difficult for her. She had enough trust in him to kindly ask if he could help her log into her online bank account and transfer money from her savings account to her checking. Our salesperson went on her computer, logged into her bank account, and discovered that the customer had \$650,000 sitting in her savings account! Our salesperson was in complete shock and disbelief by the entire situation but was strongly reminded of why you should never judge a lead by its cover.

So back to the question at hand. What is the definition of a good lead? Some of my top closers would say that if the customers could fog a mirror, it's a good lead, because that means they are alive and breathing! Some only required a pulse to make something happen. I even had a guy that would commonly demo and close no-shows! Ok that last sentence wasn't true, but the point is, these guys would do everything they could to overcome any challenge thrown at them. You should always have the intentions of delivering a masterful presentation regardless of the circumstances, however, below are some basic elements that make a good lead:

1. **All decision makers are present:** It makes a big difference in the salesperson's ability to influence and close the sale when all major parties involved in decision are present for the appointment. This can range from married couples, roommates and relatives that will take part in designing or paying for work.
2. **They own the home:** Selling a prospect that does not own the home where work is being done makes one-call-closing more difficult. Often, they will need to consult with the landlord or owner of the property before they can legally hire a contractor for improvements. Ideally in these situations, you would want to have the renters and the landlord all present for the appointment.
3. **They currently do not own your product:** If your company already completed a project for a customer and they call your company back out because they have

a problem, this will typically result in a warranty claim. Although many salespeople have been able to overcome this by discovering a need and selling something else, it is always beneficial if they don't have your product.

4. **YOU:** You are by far the most important part of any lead and are the deciding factor of the outcome. In sales just as in life, if you think you can, you can. If you think you can't, you can't and either way you are right! I always explained to my salespeople that they can make an excuse on every lead why they didn't sell it. We all know what excuses are like! Your number one mission in life as a salesperson is to conduct presentations and bring in revenue for your company. Work 100% of the time you are at work and throw out the excuses and you will earn the business from significant numbers of people that other salespeople will neglect. Think of it this way. Every single appointment you run, good or bad, is an opportunity for you to practice your craft and become best salesperson you can be! Perfect practice makes perfect so get as much real-world practice as you can, never stop improving and always deliver a masterful presentation!

# **Chapter 4**

## **Grosso Sales Tactics**

### ◇ **4 Keys to Holding Prospects Attention**

#### **1. Ask Questions**

Selling is not telling! Telling is arguing! Whatever you tell the prospect they tend to resist, and everyone knows that salespeople love to talk, however one of the most important selling techniques is asking questions. This is the most powerful tool any salesperson has in their arsenal, and if you don't ask questions throughout the appointment to get the prospect talking, you will lose them. It has been shown that customers will only sit through 3 statements in a row before you start to lose 50% of their attention span. After 5 or 6 statements in a row, they will tune you out completely and you will not be able to sell them. Think of it this way. Anything you tell the customers is perceived as an opinion and they will typically choose not to agree with it. If the customers answer a question or agree to something, that becomes a fact and it goes into their subconscious mind as part of their belief system. Your goal is to get the customers to talk as much, if not more than you are making your primary selling points facts and not opinions. He or she who is asking the questions is in control of the conversation.



This is a good visual that helped me in my selling career. Picture there is a voice activated spotlight hanging directly above the kitchen table and this is the only light in the house. Now this spotlight is programmed to only shine on the person who is talking. Every statement you make, the spotlight quickly spins around and begins shining on you. Meanwhile, the customer is left alone in the dark. Being that this project is not about you, but about your prospect, you should aim to keep the customer in the spotlight as frequently as possible. If you can manage to keep them in the spotlight throughout the appointment, the time will fly by, they will trust you more, they will enjoy the experience and closing will become much easier as a result.



## • Open Ended Questions

Open ended questions are information seeking questions which you do not know the answer to. These questions are suitable for the discovery and all other sections of appointment leading up to the close. Be careful not to make the prospects feel stupid by asking them a question they don't know. If you are asking an open-ended question they don't know, lead into the question by stating; "I didn't know this prior to working for this company." This makes them feel better about not knowing the answer. Open ended questions should NEVER be used as a close! Below are a few examples:

**Rep:** *"When selecting the ideal contractor to trust your home to, what are your primary considerations? What exactly would you want from us to make this a great experience?"*

**Rep:** *"What would you want from our roof that your current roof is not offering?"*

**Rep:** *"John and Mary, if you don't mind me asking, how exactly did you meet each other?"* (Gets them talking about themselves and often makes them smile)

**Rep:** *"I'm always curious to learn what people do for a living. What are your professions? How did you get involved with that occupation? What do you love most about what you do for a living?"*

**Rep:** *"My wife and I love to travel, and it appears you do as well! What else are you doing for fun these days? If you didn't have to work every day, how would you spend your time?"*

**Rep:** *"John and Mary let me ask you a question. Why do you feel having a strong warranty on your new roof would be important to you?"*

**Rep:** *"Why would it be important for you that the contractor you trust your home to is properly insured?"*

**Rep:** *"What are the most important elements you would desire in your dream roofing system?"*

**Rep:** *"Most customers appreciate that we are locally owned and operated. What do you feel are the benefits of working with a locally owned contractor vs a national franchise? What differences do you tend to notice when working with a local business?"*

**Rep:** *"How have the experiences been with the contractors you've hired in the past? What happened exactly?"*

**Rep:** *"What are a few reasons that you would trust our company for this project? What did you appreciate the most about how we do business with our customers?"*

- **Close Ended Questions**

Questions to which there is only one correct answer. These are great when you are trying to get simple commitments from the customers and keep control of the conversation. Close ended questions make great tie downs and trial closes! Below are some examples:

**Rep:** *"Let me ask you a question. Knowing what you know, at any price would cheap roofing be a good investment? Safe to say I can put this away as an option for you?"*

**Rep:** *"John and Mary, would you want to do your roof once over, or over and over?"*

**Rep:** *"How much money would you spend for a new roof that does not solve your problems?" Would you want those problems solved initially or permanently?"*

**Rep:** *"Would you ever tolerate an uninsured contractor on your roof knowing that you would be potentially liable for anything that could go wrong? Even if you could save 30% off labor, is that something you would sacrifice to save money?"*

**Rep:** *"John and Mary, to maximize your investment, would you prefer a roof that is branded better or one that is built better? Which would be the better solution to your problems?"*

**Rep:** *"When it comes to your piece of mind on this project, is a warranty important to you?" Is it important that the contractor tearing the roof off your house has a strong warranty on their work?"*

**Rep:** *"Do you feel the value of this investment for this metal roof exceeds the price? Do you feel you are getting the best roofing solution for the best value?"*

**Rep:** *"John and Mary, if we can show you a roofing system you love and exceed your expectations on affordability, would Grosso University have earned the right to ask for your business? Do you trust that our company would do a good job for you?"*

**Rep:** *"If I hear you correctly and I think I do, this is the roof, and we are the company you want for your home?"*

**Rep:** *"Most of my customers tell me the only thing that would prevent them from moving forward with our metal roof is affordability, is that where we stand?"*

**Rep:** *"If we can make your dream roof completely affordable, would there be any reason we couldn't earn your business and get you on our busy schedule?"*

**Rep:** *"Now that you are a roofing expert, would you ever install a new roof on your home with felt underlayment, or would you invest in a fully synthetic barrier that solves your problem permanently?"*

**Rep:** *"Can you appreciate why everyone who as ever seen this metal roof loves it? Can you see why we are growing like a rabbit farm on a hormone diet?" Lol*



## 2. Entertain & Make it Fun

Ever sat through a long movie that was so boring you couldn't wait for it to end? What type of movie are you? Homeowner's time is more valuable than ever before in history, so it becomes increasingly difficult to hold a customer's attention for long periods of time. One thing is for certain, nobody wants to sit through 2-3-hour lecture. When you are in the home, pretend you are on stage and make it entertaining! It's Showtime! You need to smile, have energy, be fired with enthusiasm, put on a show and make it enjoyable. The time should fly by! As Vince Lombardi once said, "you should be fired with enthusiasm, or you will be fired, with enthusiasm!"

Human beings also love humor! Injecting humor throughout your presentation and making it fun is an effective way to keep them relaxed and interested in what you have to say. Laughter induces a positive emotion in the customer while building trust and rapport. Humorous stories, relevant jokes and even a one liner can be a fun way to keep the customers enjoying your company. Be the expert in the room, but also remember that Smiles go Miles and adding a little comedic relief throughout the appointment will make the experience far more enjoyable for everyone involved! Laughter is truly the best medicine! Below are examples of a few humorous word tracks that can be used to get them laughing. Always say with a sarcastic tone and with a smile!

**Rep:** *"If you can guess within \$500 the total investment to get your metal roof done, I will personally take you out to any fine dining establishment in the area, as long as it has golden arches! Any Ronald's Chop House within 20 Miles!"*

**Rep:** *"My father always told me, if you want the fine oats, you have to pay for them. If you are willing to take the oats after passing through the horse, they can give you a deal! When would you prefer to have your oats John and Mary?"* (When referring to reprocessed roofing materials)

**Rep:** *"We will always handle a no as graciously as we do a yes. If you tell me know I'll just go out to my car and cry!"*

**Rep:** *"When I began working for Grosso University, my manager said we would only need to work half days. Little did I know by half days he meant 12 hours!"*

**Rep:** *"John and Mary, no need to worry about this can of chiller spray. I have been doing this roofing presentation for years and I haven't brained my damage yet!"*

**Rep:** *"If you don't mind grabbing an egg from your refrigerator, I can use this heat lamp to hatch some chickens for ya! Eggs are expensive these days so that's the least we can do for our customers! Just kidding, this is our free sun tanning session included with each estimate!"*

### 3. Tell Stories

**“Stories are data with a soul” Rene Brown -TEDx Houston**

If you ever watch Ted talks, usually 60% of the talks are storytelling. This is for a very important reason. I like to think of myself as a mentally tough person that can handle large amounts of stress and challenging experiences while controlling my emotions. Like most people, I have been through many sad moments in my life, whether it was my parents getting divorced, losing a loved one to cancer or saying goodbye to a close friend. I admittedly cried during many of these difficult moments in my life as my emotions were flooded with sadness. Now crying in moments like this make sense to most people, and most can relate to those feelings. What always surprises me though is how I can feel similar emotions in seemingly ridiculous situations. For example, not too long ago I was watching the Pixar movie *Coco* with my kids. If you have seen the movie, it had many moments of joy, humor and also sadness. Towards the end of the film, Miguel (the main character) is playing the guitar for his Great Grandma Coco to spark memory of her father who had passed away many years prior. During that scene of the movie, I began to cry, and as tears rolled down my face and I remember thinking, “how in the world am I feeling this way over a fake animated film?” I fell victim to the influential power of storytelling.

When you let your imagination drift off into a story it ignites the entire emotional center of the brain like the Fourth of July! Also, as we mentioned earlier, the human mind and nervous system cannot tell the difference between real or imagined experiences. Even though I was watching a Pixar movie, because I allowed my imagination to drift away into the story, the sadness portrayed in the film made me feel the same as when I experienced it in real life! Why is this important? Knowing that prospects make 100% of their decisions on emotion, storytelling becomes the most powerful tool of persuasion there is! When you tell stories to your prospects, it directly effects the customers emotional center of the brain targeting the Amygdala. The Amygdala is an almond shaped structure in the limbic system responsible for happiness, sadness, and fear. We mentioned earlier in this chapter that selling is not telling. When you structure your talking points in the form of a story, it's a way you can tell your prospects something without directly telling them. This further aids in the prospects acceptance of the information and lowers their resistance to your selling points. Prospect will always make their buying decision emotionally, then they will justify that decision logically. As a sales professional, you truly need to master the art of storytelling to get your message across, fully engage your prospects senses and emotions. At Grosso University, we expect that a significant portion of your presentation should be telling stories, analogies and having conversations about these stories with your prospects.

#### ◇ The 3 Types of Stories

- Personal Stories

Being able to tell a personal story is an essential trait of a best leaders and masters of persuasion. It is important to tell the prospect personal stories about your life, however, explain these stories as it relates to the topic at hand. When you tell a personal story, you need to truly make it personal and take your prospects on an unexpected journey. Letting them into your personal life as a human being increases their interest in you as a person and builds trust. For example, have you ever not spent enough money for a product or service, and it failed? That could be a relevant story to



the prospect about investing the right amount of money the first time for your product or service. Also, if you ever had a bad experience with a contractor, sharing that with the customer in your company story could be a valuable lesson for them to hire that right contractor (being your company) the first time and not making the same mistakes you did. Make your personal stories descriptive and full of imagery so that the prospects can feel and imagine themselves with you during the event in your life.

- **Stories about other people**

Sometimes, the most powerful and engaging stories you can share to get your message across are stories of others. Do you have someone you know or customer you met that had a valuable lesson they learned from hiring the wrong company? Do you have a success story about one of your satisfied customers and how you exceeded their expectations? Sharing these real and genuine experiences of others adds validity and evidence to the main driving points you are trying to get across. You want your customers to feel empathy or excitement for the person who is the topic of conversation. Share a story about a bad contractor who over promised and under delivered and add some emotion of your own to the story. Maybe the person in conversation hired an unlicensed contractor or uninsured contractor and suffered the consequences. Maybe you have a customer that went the “Cheap Route” and had to redo the work causing them to spend more, not less in the long run. Just like your personal stories, make these powerful and descriptive so the customers can imagine and feel that experience happening to them, good or bad.

- **Stories of other products or brands**

All salespeople should be very knowledgeable about all products and/or brands that are competitors and share real stories with the prospect about how that product, brand or company fell short of the prospect’s expectations. Do you have documentation or proof of another products failures? Are the prospects existing products brands that have gone out of business? Were there any printed and factual stories you could share about another brand that over promised and under delivered? You do not want to be the salesperson that simply bad mouths the competition, however it is important, as your prospects guidance counselor to provide numerous cases against your competition and why they should avoid them.

People don’t think in words; they think in pictures. Telling a story about a third party is a great way for the customers to learn from the mistakes, or good decisions others have made. Using third party stories and analogies keeps the customers entertained and interested and keeps them visualizing your key talking points. Stories and analogies will make your presentation more impactful, powerful, and relatable to maintain the customer’s interest. It’s been scientifically proven that stories engage the entire brain and dramatically increase their attention span. Also, it has been shown that stories are the most effective way to break down your customers resistance to your presentation.

#### **4. Engage their senses**

When you spend hours with a prospect overloading them with information, by the end they will retain around 10% of it if you’re lucky. Prospects are more entertained and will remember more of the moments when you engaged their senses in the presentation. Be sure to get the customers physically involved with your presentation and hand them different components from your metal roofing kit. Get involved in the product presentation or assist you with a science experiment. Let them play with your iPad and

design their new metal roof on their house. The more they participate and get involved physically with your products, the more they will take ownership. Let them take your products for a Test Drive!

- **Labels**

We mentioned in previous chapter that prospects are like icebergs, and we ideally want them to open-up to us to reveal what's really on their mind beneath the surface. An effective way to achieve this is through the use of labels. Labels are information seeking statements that begins with **seems like, sounds like, looks like, and feels like**. Labels are fantastic tools because they invite the prospect to expound on their position, correct you, or verify that you nailed it. All of these responses are great because they make the prospect feel heard and provide tons of information including hidden objections. Labels often are a great tool to activate the self-disclosure loop. When you are in a sales encounter, you will also read that your prospects tone, body language and facial expressions are communicating there is something wrong or that something is on their mind. Using labels, you can get your prospects to share those thoughts and feelings with you which is an excellent way for you to demonstrate empathy. Seeking to understand them! Below are a few examples of labels:

Rep: *"I may not be reading this correctly, but it **seems like** you have something on your mind. You mind sharing what you're feeling right now?"*

Rep: *"**Sounds like** you want a roof that's a permanent solution to your problems, am I right?"*

Rep: *"**Looks like** quality and durability are your top priorities, are we in agreement?"*

Rep: *"**Feels like** you've had some bad experiences in the past with contractors. What happened exactly?"*

- **Mirrors**

A mirror is simply repeating the last few words of a prospects statement with an upward inflecting tone. Example: *"John and Mary, it **sounds like the only thing that stopped us from moving forward is the total investment.**"* (Great use of a label)

John: "Well, that's part of it." Rep: *"**Part of it?**"* This creates an environment where John can only answer by explaining his position. When he does, it's important to implement the 5-step objection handling formula, and before solving it you should ask Mary how she feels.

## ◇ Tie Downs

We all know that asking questions is one of the most powerful sales weapons we have, however it can be difficult to ask questions during entire appointment, wouldn't you agree? J Douglas Edwards developed a sales technique called the tie down that solves this problem, isn't that true? The tie down makes it possible to turn any statement into a question, doesn't it? I just did three tie downs in a row now, didn't I? If we wanted to, we could do this all day, couldn't we? Ok you get the idea. As simple as this sounds, the introduction of the tie down was a game changer for salespeople and is still a powerful tool for holding a listener's attention. The reason this is such a great sales tool is it allows you to control the dialogue, it keeps the customer involved in the conversation and gets them talking. Tie downs are very versatile as they can be used multiple different ways to get those minor agreements from the prospects. Below are a few examples of common Tie Downs:

|                     |                   |                         |                    |
|---------------------|-------------------|-------------------------|--------------------|
| <i>Aren't They</i>  | <i>Don't We</i>   | <i>Shouldn't You</i>    | <i>True</i>        |
| <i>Aren't You</i>   | <i>Doesn't It</i> | <i>Wouldn't You</i>     | <i>Isn't It</i>    |
| <i>Couldn't You</i> | <i>Didn't You</i> | <i>Haven't You</i>      | <i>Wasn't It</i>   |
| <i>Can't You</i>    | <i>Don't We</i>   | <i>Hasn't He or She</i> | <i>Fair Enough</i> |
| <i>Can You</i>      | <i>Won't You</i>  | <i>Won't It</i>         | <i>Don't It</i>    |

- **Standard Tie Downs:** Questions inserting the Tie Down at the End.

**Example:** *"Whether with Grosso University or any of our fine competition, your roof definitely needs to be replaced, Wouldn't You Agree?"*

- **Inverted Tie Down:** Questions inserting the Tie Down in the Beginning.

**Example:** *"Wouldn't you agree you want to replace your roof just once over, instead of over and over? Isn't it true that you want a roofing system that is designed to be a permanent solution?"*

- **Tag on a Tie Down:** Question that reaffirms a positive statement made by the customer.

**Example:** Customers says, "Wow that's a very impressive roof! You say, *"it is impressive, isn't it?"*

- **Unfinished Statements:** The best sound in the world is the sound of your own voice, and this is also true for your prospect. With an unfinished statement, you simply dangle the last one or two words out there for the customer to finish. This technique keeps them involved the whole time, drives your point home further and makes it more entertaining.

**Example:** *"John and Mary, just like a chain, your new roof is only as strong as its weakest\_\_\_\_\_."*

**Example:** *"Teamwork makes the \_\_\_\_\_."*

## Tie Down Exercise

Use the section below to come up with Standard Tie Downs, Inverted Tie Downs and Unfinished Statements with Tags.

### Standard Tie Downs

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### Inverted Tie Downs

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### Unfinished Statements with Tags

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## ◇ Take-Aways and Hypotheticals

**Take-Aways:** One of the most effective ways of executing the “Velvet Hammer” in a sales appointment is by using Take-Aways. In its simplest form, when a customer gives you an objection, you take it away and diffuse the pressure. This allows you to close for long periods of time while keeping the customers comfortable and relaxed. When a salesperson masters the art of the take-away, they can navigate through the closing process without breaking rapport and kicking the customers into fight or flight.

**The best take-away of all time:** I was riding with a rookie salesperson during his first week running leads. I did this routinely when salespeople first got started to make sure they were going in the right direction before taking the training wheels off. Naturally when I rode with someone, they would be nervous because I knew everything they were doing right, and everything they were screwing up instantly. Having this whole process memorized had its advantages. I could tell in the beginning of the appointment, having me observe him affected him quite a bit. He was tripping over his words; his hands were shaking a little and a small bead of sweat dripped down his face. Then after about 20 minutes, he began to get more comfortable and actually gave a great presentation. I was very proud of how he collected himself and followed the whole process.

We got to the closing sequence, and the salesperson began to show the signs of nerves kicking in again. When he delivered price, his hands were shaking slightly, and that little bead of sweat came back again. Credit to him though, he pushed through once again and did a good job in financial terms. After showing the options, he attempts to ask for the business and, of course, gets hit with the “think over” objection. Then he does a great take-away and says, “do you have any more questions for me before I leave?” I was really excited to hear him say that and surprised how well he delivered it. After the customer said she had no more questions, our salesperson began to pack up his things. Again, I was highly impressed with this take-away. We had talked about packing up samples in training as a way to signal we are leaving, even though we are not. After the salesperson packed up his samples, he stood up, shook the customers hand, thanked her for her time and proceeded to walk to the door.

Now in that moment, I still felt that this was all part of his plan. When I train salespeople on take-aways, I mention that you should always leave the house before you leave the house. I just assumed he was doing this a little prematurely. I follow right along behind the rep as he puts his samples in his car. After putting the samples away, he opened the driver’s side door and I got in the passenger side. I had the thought go through my mind, “this is either the best take-away I have ever seen in my life, or this guy is actually leaving!” I remained quiet as he started his car and pulled away from the appointment. After about 10 seconds of driving down the road, I said in a stern tone, “can you pull the car over?” He replied, “why, what’s going on?” I replied, “pull the car over now!” After he pulled the car over, I told him he was doing a great job during the appointment and even in the beginning of the close; however, after the customer threw one objection at him, he just gave up and skipped the entire closing sequence. He was really embarrassed with what had happened and claimed he was so nervous that his mind went blank. I told him the good news is that he just did one the greatest take-aways I had ever seen and now he needed to go back and finish the job.



When we arrived back at the customers door, she greeted us with a smile and was completely relaxed, which is the goal any time you do a take-away. He apologized and told her he completely forgot to make her aware of a promotion we had running. If she could spare one more minute of her time, he could explain how it could save her a lot of money. She agreed, let us back to the table, the rep delivered the Initial Visit Discount and the only question she had was; “can I just give you \$1,000 down?” The rep had just closed his first sale. This experience was an extreme example, and I don’t condone driving away from the house to do a take-away. What this story tells us though, is that take-aways are powerful tools that you can use to get your prospects to lower their guard and keep them comfortable so you can close the sale effectively. Below are a few examples of take-aways:

1. *“No problem. That’s why we guarantee the price for 30 days.”*
2. *“Do you have any more questions before I leave?”*
3. *“No problem, John and Mary. If you’re not comfortable, I agree we should hold off.”*
4. *“I understand you want to get more estimates, that’s just being an intelligent consumer.”*
5. Porchlight Close
6. Filling out the Agreement
  - a. Pull the Agreement out early and get the customer used to seeing it. During closing, you can fill out the agreement during closing to by some time. *“Let me finish filling out your 1-year proposal here, so you have something to look at when I leave.”*

**Hypotheticals:** Humans always make decisions hypothetically before ever making them in reality. This usually occurs by the prospect playing parallel movies in their mind about how life will be after purchasing your product. One movie is positive, and one is negative. In the sales world, there are two types of prospects. There are people who have a high action threshold and a low buying threshold. There are also people that have a high buying threshold and a low action threshold. The following is what this means:

**High Buying Threshold & Low Action Threshold:** Before these prospects make a purchasing decision, they tend to play a long negative movie of what can go wrong and a very short positive movie on what can go right. These movies are both hypothetical situations, however, play a major role in their ability to make a real choice. When faced with these types of customers, you need to assist building on all the positive things that will happen when they hire your company and give them piece of mind on what could go wrong and how your company would handle it. Make the worst-case scenario sound like no big deal. Focus on the features, benefits, and lifestyle enhancement they will get from your product or service and put emphasis on guaranteed satisfaction or warranty.

**High Action Threshold & Low Buying Threshold:** This describes me 100%. When I make a purchase, my mind always plays a long positive movie of how great life will be with my new purchase. I almost completely omit considering what can go wrong. This makes selling to me easy, especially when I’m in front of a salesperson that fuels this by adding to the positive movie in my mind.

When you're trying to get commitments from customers and tie downs, using hypothetical questions and stories are crucial. Hypothetical questions and stories can be used throughout the entire appointment and are especially important in the close. I personally use hypotheticals to sell the dream of how this product will enhance their life, and also use hypotheticals to sell against the alternatives to my company. Below are a few examples of hypothetical questions and when to use them.

1. Rep: *"What if just what if you were convinced, we had the finest, most durable roofing system, and on a cash flow basis, it was better than free, actually paid for itself and made you money, what would you do? That would be an easy roof to invest in, wouldn't you agree?"*
2. Rep: *"Let me ask you a question. Let's say you had a crew working on your home with no insurance, and someone were to get badly injured. What could happen to you?"*
3. \$50,000 Close- Won a sweepstakes!
4. Rep: *"John and Mary, this is the best I can do. If I could have done better, I would have. All my cards are on the table. Hypothetically though just for my own benefit, what would have been a number you would have been comfortable with?"*

### ◇ Magical Words that Penetrate the Subconscious Mind

The more we can use words that directly impact the subconscious mind the more we can remain in control of the conversation the entire time. The subconscious mind only works in Yes or No. It never operates in maybes and makes very quick decisions. We can use this to our advantage if we can learn how to control it. We all know that tonality and body language are 90% of communication, however the actual words you use can make a huge difference in the message. This sales meeting we will discuss these magic words and how they can be applied to your presentation.

#### 1. "I'm not sure if it's for you, but.."

By opening with saying "I'm not sure if it's for you," you completely diffuse any pressure. Also, by saying they may not be interested, you actually boost their interest for what you are about to show them. We all know that "but" is an eraser, which is why in this case it can be used to your advantage because the words that came before it was meant to be erased.

Rep: *"I'm not sure if this is the only solution for you, but, let me show you the reasons most of our customers choose our roofing system over everyone else, fair enough?"*

Rep: *"Not everyone can afford a roof of this quality, but you don't strike me as that type of customer, am I right?"*

Rep: *"Some people may be comfortable doing this project more than once, but I bet that's the last thing you want to do, isn't that true?"*

## 2. “Open Mind”

Everyone wants to be open minded or perceived as being this way. Studies show that people will claim to be “open minded” 90% of the time. Anytime you introduce something new or want to get a commitment, start by asking them to keep an open mind for better results. It makes them feel like you’re giving them options when you are actually giving them one choice.

**Rep:** *“If I can show you a metal roof you fall in love with and exceed your expectations on affordability, would you be OPEN MINDED in allowing us to earn your business?”*

## 3. “What do you know about?”

This is a professional way to display the fact that the customers need to be educated on the topic at hand and permits you to do so.

**Rep:** *“What do you know about Grosso University? Let me explain why 45,000 families like yours have selected our company over everybody else, fair enough?”*

## 4. “How would you feel if?”

If you are trying to get people to make decisions based on what’s logical you will lose every single time. People will only do what FEELS right to them and that’s why whenever possible we need to key to their emotions. If you can make the investment, FEEL right, the rest is easy. When you ask the prospect, how would you feel if” you get them to time travel to the very moment in time you are describing. This can be used for both positive and negative examples.

**Rep:** *“How would you feel if you invested Thousands of Dollars on a new roof and it didn’t solve any of your problems?”*

**Rep:** *“How would you feel our solar reflective roof cut your energy bills by 30%?”*

## 5. “Just Imagine”

Every decision any human makes needs to be made twice. Before anyone makes a firm decision, they need to first imagine making the decision hypothetically, and then make the decision in reality. Remember, the subconscious mind cannot tell the difference between real and imagined experiences. People make decisions based on the images in their minds and you have the power to plant these powerful images to influence their decision. When you say “*Just Imagine*” it automatically causes the subconscious mind to open up to picture the story you are about to tell.

**Rep:** *“John and Mary, just imagine driving home from work and seeing this beautiful new roof on your house! Imagine being able to experience that every day!”*

## 6. “What Questions do you have for me?”

Many salespeople ask closed ended questions at the wrong time which makes the conversation very short. For example, if you ask “do you have any questions for me” this typically only leads to a “no” response from the prospect. Instead ask them, “what questions do you have for me” which forces them to open up the dialog and it is open ended.

**Rep:** *“John and Mary, now that you learned about Grosso University, what questions do you have for me about our company?” Now that you’re a roofing expert, what further questions do you have about the technology behind our metal roofing system?”*



## 7. “Looks like you have 3 options”

When trying to get a prospect to make the decision to move forward, phrasing it in a way that makes them feel like they have 3 options is a great way to get them to commit. This is especially useful if they are wanting to shop around. If I only give them 1 option, they will often feel as if you’re trying to make the decision for them and will resist.

Rep: *“At this point John and Mary, it looks like we have 3 options:*

- 1. We can leave it the roof the way it is and Do Nothing*
- 2. You can look into other companies and hope they have products, services, warranties and reputation equal or greater than ours*
- 3. Or you can put your faith in Grosso University and schedule the installation for timely delivery. What’s going to be easier for you?”*

## 8. “I bet you’re a bit like me”

Rapport occurs what two parties can relate to each other and share mutual understanding. Your prospects also feel the need to understand you and relate to you. “I bet you’re a bit like me” is a great way to get them to commit to a certain selling point, feature or benefit by getting them to relate to your personal feelings.

Rep: *“I bet you’re a bit like me and want to get it done right the 1<sup>st</sup> time, true?”*

Rep: *“I bet you’re a bit like me and want the best value for your hard-earned money, am I right?”*

## 9. “Don’t worry”

Rep: *“Don’t worry, satisfaction is always guaranteed.”*

## 10. “Most People”

Rep: *“Most people tell me that the only thing keeping them from scheduling the work is affordability, is that where we stand?”*

## 11. “The good news is”

Rep: *“The good news is, if we get you on the schedule, we can guarantee installation before winter!”*

Rep: *“The good news is, with this affordable budget plan, you can have the shower of your dreams for less than your cell phone bill!”*

## 12. After receiving any objection, to get more information, use “What makes you say that?” It forces the prospects to provide more information.

*“No problem, I understand. What makes you say that?”*

## 13. When getting an offer, use the words “If I can, will you?”

Rep: *“If I can get that monthly down to the \$150 you said would be comfortable, will you feel comfortable moving forward?”*



**14. When getting “think over” objection, respond with “*what exactly makes you feel that way?*”**

**Rep:** *“No problem, I understand. Just so I can better understand, what exactly makes you feel that way John and Mary?”*

**15. When customers are on the fence, ask them “*Just out of curiosity, what is it exactly that stopped us from moving forward?*” Then remain silent as long as it takes.**

In Summary. There are many techniques that can be used to target the customers emotions and subconscious mind and it is up to you to find a way to incorporate these magic words and phrases into your sales pitch. None of these techniques work with all of the people all of the time, however they will work with more of the people more of the time. Keep sharpening your ax and work hard to master the art of influence.

- **Avoid the Following Words**

When you are at the negotiating table with your clients, there are certain words you should avoid. There are “trigger words” that can make you sound confrontational and kick your prospects into Fight or Flight. Below are a few words to omit:

**Today:** Today only sales gimmick. “Let’s get this deal done today!”

**Contract:** Nobody likes contracts, especially your prospect

**Payment:** You make payments on a car. This is an investment!

**Why:** The word “why” is confrontational when handling objections and kicks in fight or flight.

**Deal:** They are not a “Deal,” they are human beings that need your help

**Think:** Instead of asking “why they think,” ask “what makes them feel”



## ◇ The Art of Ignoring Objections

**“People make new decisions based upon new information.” -Zig Ziglar**

**“If the customers are telling you no, that means they do not know enough to give you a yes.” -Zig Ziglar**

When you enter any customers house, it's Showtime! However, who's show is it going to be? Is it the customers show, or is it yours? There are going to be hundreds of times in which you will walk into a house, and the customer will have one idea in mind. The salespersons job is to influence and guide that customer in the direction in which they want them to go! Great salespeople influence the entire project and the decision to move forward, however the prospect feels like it was their decision the entire time. That's the magic of the process. We have seen numerous examples of salespeople selling the customers products and services that the customers were never considering prior to the sales rep arriving. I had a rep that was called out to a house for a leaky faucet, then magically influence the customers to invest in \$30k for a new roof. In order to have this level of influence on the prospects, you need to allow yourself to get through the process so the customers can make those newdecisions.

The quickest way to have a customer take control and even terminate a demo is for the salesperson to divulge too much information too soon. When you walk in the door, you will occasionally be slammed with a crazy objection or obstacle, and if you don't handle it the correct way, you will have a difficult time proceeding with the presentation. One of the most important techniques you possess as a salesperson is the ability to Ignore Objections! The best salespeople in this business are master's at ignoring objections. This is a skill that needs to be practiced and perfected because you will find you occasionally have to use it during the entire appointment. Along with ignoring, salespeople need to have intelligent and well-rehearsed responses to all the common and critical objections the come up. The best thing you can do as a salesperson, is bring up the objection first. In some cases, you'll need to fish it out of the customers, then kill that objection before it comes out in the close. Below are a few examples of ignoring objections:

### Example 1

**Customer:** “I can save you a lot of time because if your roof is more than \$10,000, we can terminate this meeting!”

**Rep:** *“I understand how you feel John. I will be efficient with your time and only show you our most affordable roofing options. Let's have a seat at your kitchen table and see what we can do to help you, fair enough?”*

### Example 1

**Customer:** “I don't need to hear all this sales stuff; we just want a price!”

**Rep:** *“No problem, guys, I completely understand. I will give you the Reader's Digest Version and we'll get to the roofing estimate in just a few moments. Thanks for your endurance!”*

# **Chapter 5**

## **Closing & Handling Objections**

### **◇ Closing Ain't Easy!**

Let's get one thing clear. Closing and overcoming objections is not easy! There are some people claiming that closing is easy, and they lie about other things too. The reason why sales is consistently one of the most lucrative careers in the world is because few people have the ability or mental fortitude to thrive at it. As a matter of fact, in the United States alone over \$1 Trillion is spent annually on salespeople. It truly takes a special person that can handle the pressure, stress, discipline, and emotional struggles of this profession. I remember times early in my sales career feeling sick to my stomach, overwhelmed with stress, and even brought to tears due to the challenges of the job. Then the words my mother always told me when I felt sorry for myself would replay in my head over and over. She used to say, "Dominic, no matter how bad you think it is, remember that far worse things have happened to better people." Now I know this doesn't sound like the most inspiring thing to hear, however for me it was a reminder that I need to stay positive, stop feeling sorry for myself, be grateful for the opportunities I had right in front of me and keep moving forward. Pain, stress, and anxiety are only temporary, however quitting lasts forever.

I have the privilege of networking with owners and managers of hundreds of home improvement companies all over the country. One issue that they all have in common is salespeople that aren't aggressive enough in the close. Many companies claim their salespeople don't handle objections at all. They are not alone. The average, salesperson will give up after one objection. This means that most salespeople don't attempt to close the sale even one time! This is bad news for these salespeople because most prospects will say no between 4-6 times before they say yes. In the profession of sales, to be successful you need to be able to Go for the No! Salespeople that are afraid to go for the no or not properly trained will always have a difficult time making a career as a salesperson. The way I explained it to my salespeople is a salesperson who is too afraid to handle objections is like a firefighter who is too afraid to fight fires. It is part of the job! Zig Ziglar once said, "timid salespeople should have skinny children." With all this in mind, you have to ask yourself then, why is closing and dealing with objections so hard?

Many people are timid and afraid to handle objections because all humans have a strong fear of being rejected. For centuries, people have admitted to fearing rejection more than death. Why do you think people have such a hard time public speaking? It's because of the fear of being rejected by the audience and feeling humiliated in front of hundreds of people. Even today, people still fear public speaking more than death. There are many stories dating back thousands of years where being banished from a group, tribe or village was far worse than the death sentence. Nobody wants to be rejected in work and in life and that's why it's very challenging to make a long-term career in sales. Sales is one of the most difficult professions in the world because to be successful, you must seek out rejection and objections. Instead of tip toeing around objection and rejection, true closers must face objection and rejection head on! Salespeople must be trained like Marines being trained for battle. Running toward the threat confidently without hesitation to win the battle vs letting fear and doubt cause them to retreat. Remember the more you sweat in peace, the less you bleed in war. Salespeople must develop obstacle immunity by training themselves to push through the mental obstacles that derail all other salespeople.

**Simply put, avoidance of objections in the world of sales is absolute insanity!**

◇ **Never Ask for the Order!**

I recently made a tremendous discovery that can change your life. I have figured out a way in which you never need to handle or overcome objections ever again. Sound pretty good? All you need to do is never ask for anything ever again as long as you live while completely eliminating all human contact from your life. Pretty simple right? Knowing that this is highly unlikely to occur, we need to toughen up and be prepared to accept objections as a part of our life. To be successful in sales, you need to throw away the wishbone, and grow a backbone.

If there was only one piece of advice, I could share with you to increase your closing percentage, it would be to remain confident and assertive in the close. Studies of thousands of sales encounters prove time and time again that when salespeople demonstrate confidence and assume the sale without hesitation, prospects say yes 50%-71% of the time. Non-assertive salespeople that beat around the bush for fear of being too pushy have a 10%-30% success rate and ironically are high pressure. This means that if you keep all other things equal, just being more confident and assertive will double your chances of closing the sale. Prospects will always respond in kind because sales is a transference of feeling. If you are lacking confidence and uncertainty about closing the sale, you transfer those emotions to the prospect and create more objections.

According to Jeffery Gitomer, author of the *Little Red Book of Selling*, the assumptive position is the strongest most important of all sales strategies. Remember, with this 11-Step System, the close should feel like the natural conclusion. To make it feel natural you must assume the sale every time. Top closers in this business get the outcome they want because they assume they will. There are many salespeople who become strong at building rapport, following our process, and having sound understanding of the system, however they fail because they are timidly and insecurely asking for the prospects business or too afraid to assume the sale. If you hesitate and use passive words in closing or anytime in the process, the customers will steamroll right over you. In sales only being direct, confident, and assumptive in the close will lead to consistent success. As it turns out, because of the deep-rooted fear of rejection we mentioned earlier, confidently, and assertively assuming the sale is one of the most difficult things for salespeople to do and the reason for their detriment.

Your emotions will always influence the prospects emotions. Confidence and enthusiasm are the two most influential behaviors of a salesperson. This is directly tied to how you dressed, body language, tone of voice, facial expressions, and posture. Are you hunched over, avoiding eye contact with your hands in your pocket, or are you standing up straight, maintaining proper eye contact and your hands out in front of you in controlled manner? Are you speaking too fast with a high pitch and using filler words such as "Um," "like," "so" and "you know," or are you speaking at a relaxed pace, with a smile on your face in a firm deeper tone with clean polished language? All of these skills will become refined with practice and a relentless pursuit of daily improvement in the profession of selling! The quickest way to make these adjustments in your presentation or poise in the close is to record yourself. By listening to yourself or watching yourself on video, you will be able to notate and pinpoint all the areas of your delivery that need to be refined.

## ◇ People Buy What They Want

In my career, one truth that I've learned is the people love to buy things and spend money for quality. People love to buy quality things because purchasing decisions are emotionally driven. They buy nice things because of how it makes them feel. We as human beings and emotionally driven creatures buy things we want, not necessarily the things we need. Imagine for a second if 100% of everything you own was purchased using logic. How much of it would you have? Would you have the expensive clothes, the cars you drive, the jewelry you wear and so on. For example, right now as I'm writing this book, there is a massive shortage of Rolex watches. Some of these fancy watches, especially the ones that are classified as "rare" have a 2-year waiting list. Rolex watches are commonly sold between \$10k and \$20k or more! Now why on earth would anyone ever spend \$20k on a Rolex watch? It's because of how it makes them feel when they wear it. It's a symbol of pride, achievement, status, and success. I can tell you when I put on my Rolex watch, I instantly feel an increase in my level of confidence, and it feels great!

### • The Story of Grey Goose

Sidney Frank, a well-known businessman in the booze and beverage industry and the founder of Sidney Frank Importing Co in 1972. He got put on the map in this industry by brining Jägermeister from Germany and making it popular in the United States. In the 1970's he also created a drink name he absolutely loved called Grey Goose. He had the name trademarked and originally applied it to a German beverage known as Liebfraumilch. This beverage is a sweeter wine that is meant to be the bridge between wine and a soft drink. This concept never got traction with consumers and Sidney's Grey Goose Sweet Wine quickly died off. Even though his first attempt to use Grey Goose was a failure, he still knew there was something to the Grey Goose Name and maintained the Trademark for the name through the late 90's.

Frank, being very well connected in the booze industry, paid close attention the growing success of vodka in the 1990's and was especially knowledgeable of Absolute. He could see that the Absolute brand was doing very well; however, he had also made several observations as to how he might do even better in the Vodka business. Sidney Frank noticed that people buy what they want and especially appreciate products they feel are more "exclusive" in nature. Absolute at the time was selling for around \$15 per bottle and Frank was quoted in an interview saying, "I figured, let's make Grey Goose very exclusive and sell it for \$30 a bottle." In 1998, Sidney Frank purchased a vodka distillery in France that was going out of business, mainly because they were making products that nobody wanted. When you think of vodka, Russia and Poland may come to mind, however France was not known for vodka gaining little interest from the customer. Once Frank purchased the French distillery, he knew he needed a compelling story to create the perception of quality, exclusivity, and superior taste.

He said, France has the best of everything! Grey Goose is created in Gensac, near Cognac, which is a region renowned for its high-quality wines and spirits. This region is known for its mastery in the distillery taking his beloved Grey Goose through a unique 5-step distillation process. This process would maximize the flavor at each stage and retain the unique qualities of French wheat while being combined with naturally filtered water from the Gensac spring. With this great brand name, this fancy story and high price tag, Sidney Frank took Grey Goose to Market at \$30 per bottle in

1998. This vodka seemingly appeared out of nowhere and people would see the \$30 bottle with its fancy label next to the \$15 bottle of Absolut. Right away, consumers would think that because it's more expensive, it must be better! Then they would read the beautiful story of the distillation process and fall in love with the uniqueness of the product.

Grey Goose soon became the fastest growing vodka in history selling 1.5 million cases (18 million bottles) by 2004, just 6 years later! In 2004 Grey Goose was acquired by Bacardi, selling for the astounding price of \$2 Billion! It was reported the \$1 Billion of the money was cash paid directly to Sidney's back pocket. This is a prime example of a salesperson or businessman who understood the people buy what they want and not what they need! Also, how your prospect perceives the quality of your product is directly tied to the masterful presentation and the story you tell. Frank didn't apologize for his price; he bragged about it and used the high price as the reason to buy Grey Goose! To this day, Grey Goose is consistently ranked as the #1 Selling Top Shelf Vodka in the World!

I wanted to share this story with you because if you have made it to the negotiating table and are closing the sale after being in the house for 2 hours, it means they want what you're selling. If your prospects are not interested in buying from you, they would have asked you to leave a long time ago. If they are still sitting there after hours waiting for a price, they are interested which puts you in a good position. When homeowners hesitate to move forward and hire you quickly, it's often because they are afraid that they might be making the wrong decision making it uncomfortable for them to pull the trigger right away. The good news is, with the right technique, you will be able to overcome their fear and get them to buy what they want more often than not. The greatest closers in the world do not ask for the order. They assume the order which bypasses the prospects fear of making the decision to get what they truly want and deserve.

There is a reason why one salesperson can sell over \$4 Million every year while another salesperson cannot even make a living. If you want to be one of the great ones, you need to be ready to tighten up your belt, hang in there and keep closing. If you quit and walk, you are doing yourself and the customer a disservice. Remain calm and confident throughout the closing process. Top closers in this business do not shoot from the hip or "wing it" in closing. The great ones are like well-trained chess players and are always 5 moves ahead of the prospects. Remember, your prospects are not going to objection school, so you always have the upper hand. Mastering our process gives you the freedom to prevent your disruptive emotions from clouding your mind, allows you to focus on your prospects nonverbal communication and remain calm. Studies show time and time again that humans respond in kind and customers will almost always mirror the way you feel and act. Take a deep breath, relax, believe in yourself, and execute the closing tactics in this book till the bitter end. You will succeed more often than not!

### ◇ Shadow Closing

When a championship boxer is training for a fight, they will often use a strategy known as Shadow Boxing to prepare. This typically involves watching hours of film of their opponents fights to learn everything they can about them. How their opponent stands, their strategy, how they set up their punches and all their strengths as a fighter. Once the boxer has a clear understanding of their opponent, they will go into a quiet room by themselves, and "role play" the fight in their mind. They will visualize the entire fight from start to finish and formulate a game plan of exactly how they are going to maximize



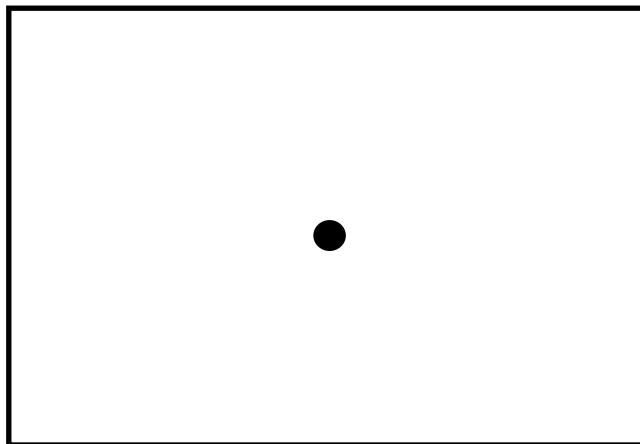
their performance. Your mind and your nervous system cannot tell the difference between real or imagined experience. This means even though these fighters aren't training with a real opponent, when they shadow box, their mind and body become prepared as if they already fought the opponent for real.

This strategy is also used in many other sports and activities from some of the most talented people on the planet. Professional Golfers commonly visualize (shadow box) the next round of golf they are playing in advance to prepare for the PGA. Countless golfers have testified that they visualize every single shot on the course in their mind before they ever swing the club for real. There have even been studies where golfers shaved strokes off their game by sitting at home on a Lazy Boy and spending hours visualizing their game. Some of the most renown pianists in the world claim to visualize playing the piano in their mind more than practicing with the instrument. What does this all mean?

You as a sales professional can accomplish the same thing with closing. We at Grosso University call this "Shadow Closing." Ask yourself this question. "What are all the possible objections that the prospects can throw at me?" Think long and hard about this and write your answers down as you come up with them. Now that you know what your opponents (prospects) strategy is, spend time each day visualizing the close. Picture the prospect throwing every objection at you and, one by one, you effortlessly overcoming them. Visualize yourself being completely relaxed, confident, assertive, and persistent leaving the customers no choice but to buy from you. Role playing this in a quiet room totally relaxed is one of the most effective ways to fire up your creativity engine and gave greater clarity of thought. As much as we love role playing with other salespeople, the creativity or divergent part of your brain has a difficult time functioning when it's being judged by others or put under the spotlight. Shadow closing in a quiet room in a relaxed state allows your conscious and subconscious mind run free to find the optimal solution for the challenges you're facing. Put this strategy to work for you just a few minutes each day and you will see instant improvement in your closing skills!

### ◇ Success Patterns & Sales Muscle Memory

Grosso University has trained hundreds of salespeople from all over the country. Just like most human beings, salespeople often will gravitate and dwell on negativity a majority of the time. When I conduct sales trainings, I ask salespeople to tell me what they see in the picture below. What is the very first thing you see?



If you answered Black Dot, you have the same answer that most of my salespeople have when they see it for the first time. Now, did you happen to notice the massive White Area around the black dot? The black dot represents the negativity all around you and the white representing everything positive. Even though there is far more positive that happens to you every day, we as humans have built in negativity bias that forces us to gravitate to the negative. Take a second to reflect on all the positive things that happened to you today. Did you wake up? Is your heart beating? Did you have a roof over your head? Do you have clean water to drink and plenty of food to fill your belly? There are literally hundreds of positive things that we take for granted every day and, every now and then, it's good to pay notice to them.

Why are we talking about negativity bias? When a salesperson fails to sell a job, often they will dwell on the pitch and miss or over analyze it for weeks! They will replay the one or two negative outcomes over and over again driving themselves crazy while spending little time reflecting on their positive outcomes. This type of stinking thinking holds back the growth and development of a salesperson. I like to call this the habitual reinforcement of bad habits that lead to more negative results. Let me ask you a question. Have you ever heard of muscle memory? Muscle memory is the ability, through constant repetition, for your brain and nervous system to program a specific motor task into memory. Some have explained muscle memory as “carving” a new neural pathway within the nervous system that makes that specific brain /body connection faster and more accurate. This allows you to repeat a motor task in the same way without thinking. The mind can create success patterns, almost like tattoos in the brain, that are repeatable.

An example of this that helped me understand is a basketball player trying to improve their game. Now I admittedly am not a basketball player, however this analogy is something most can understand. If you're trying to get better at basketball, the most disciplined players will take a regulation basketball and shoot thousands of baskets in a regulation hoop. These shots will be taken from specific parts of the court depending on what the player needs to work on. They will practice shooting 3-pointers, free throws, hook shots, shooting from the outside lane and even dunking the basketball. Interesting fun fact about basketball. The most missed shot in basketball is the layup! Wonder why? It's the most missed shot because of how easy a layup is to perform; it ends up being the least practiced shot and execution isn't mastered.

Now if you or anyone shoots a basketball 1,000 times, how many times do you miss? Personally, if I shot a basketball that many times, I'd probably make it less than 30% of the time because I never practice. As you keep shooting and getting better, this percentage will naturally increase. My question for you is, *“What if all you ever thought about were the shots you missed?”* What if you sat there and dwelled on all your misses spending very little time considering the ones you made? How much better would you get? It is impossible to create a positive success pattern or carve that muscle memory if I'm only focusing on the misses. The way you get better is by focusing your body and mind on what happens when you make the basket. You need to pay attention to the way you're holding the ball, your stance, the way you release the ball from your hands and follow through. You need to pay attention to what every muscle of your body is doing when you succeed and attempt to recreate that over and over until it becomes automatic.

You should be doing the exact same thing in sales! I always encouraged my salespeople keep a journal with them in their car. Every time they close the deal, the first thing they should be doing when the appointment is over is write down exactly what

they did to sell the prospects. Reflect on the entire appointment doing your best to recall every minute in detail. How was your energy level and enthusiasm? Was there something you remember about your tonality and body language that you executed properly? Were you comfortable, confident, and assertive in the close? What questions did you ask and how did you get the prospects talking? What objections did you overcome and how? When you document your successes after each sale, over time you will be able to recreate these successes effortlessly. You will in fact be developing positive sales muscle memory leading to greater confidence, a better attitude and more success in your profession. You will become a consistent multi-million-dollar shining star while having more fun, living a better life and making more money than anyone in your company.

## ◇ Grosso Objection Framework

Objections don't care who you are or what you're selling and there are no magic words that can overcome them 100% of the time. However, there are strategies that can allow you to overcome objections more frequently and win the sale more often than not. The concepts and philosophies in this section of the bible are used by the greatest closers in the business and will work on more prospects more of the time! Remember that objections are good. Even if the customer is still hesitating, you need to remain calm and confident. Our goal is to train you to take objections head on and master the "velvet hammer" technique to close at over 50%.

**Objections are Emotional:** Objections are always emotional 1st and then logical 2nd. The part of the brain that controls emotions is essential for decision making. This is referred to the limbic area of the brain. There have been countless studies on the brain and studies show that when the limbic region or emotional center of the brain is impaired, humans lack the capacity to make decisions. Knowing that objections are emotional first, it is vital when a salesperson gets an objection to avoid the tendency to resolve it logically. Trying to handle an objection logically first is like talking to a wall. Salespeople need to get to the root of the objections emotional origin and only resolve that objection logically after this is discovered.

There is science behind objections. It's not always what you say, but how the customer perceived what you say. Again, buyers do not go to objection school and most prospects would not be able to explain why they have the particular objection they have. More often than not, buyers have objections out of reflex or uncertainty, but most could not pinpoint logically why they are objecting. Buyers simply prefer to avoid conflict, are averse to change and are afraid of making the wrong decision. When you are able to effectively control your own emotions, implement the right tactics and get to the real reason they are stalling, closing becomes much easier. When salespeople can control their own emotions while understanding the emotions of their prospects, they can easily influence them to bend to their will.

**Fight or flight:** There's a very well-known Dr. named Walter Cannon who coined the term fight or flight response. This is your brains response to stay and fight or turn away and run when it feels threatened. In a sales encounter, objections and rejection trigger fight or flight response. Your adrenaline increases, pupils dilate, oxygen pumps into your muscles and your IQ drops. This is a big problem for both you and your prospects because for you the salesperson and the prospects to have a successful sales encounter, you both need high levels of certainty and clarity. Without certainty or clarity of thought, the prospects will not be able to make a decision and the agent of influence won't be able to persuade. Following Grosso University's 5-Step Objection Handling Framework below will ensure I can get to the root of the objection, keep the prospects in their comfort zone and maintain rapport. You will become a Velvet Sledgehammer

## Grosso University's 5-Step Objection Handling Framework

1. **Listen:** Remember that you have one mouth and two ears for a reason. Practice deep listening during a 5-10 second moment of silence. It sounds easy, however one of the hardest things for a salesperson to do is to shut their mouths. Many times, your own disruptive emotions will cause you to instantly jump in and respond to the prospect's objection and because you didn't process their objection fully, you end up responding incorrectly. Remaining silent and listening for a few seconds accomplishes many things. It gives you time to gather your own internal thoughts and control your emotions. You can take time to study their body language, facial expressions, and non-verbal communication to better understand how they feel. It also gives the customer time to go from a logical reflex response to an emotional state of mind often leading to the true objection being revealed. I have had many cases where I simply shut my mouth, sat back and watched the prospects talk themselves into moving forward by giving them time to process information. When you make the mistake of jumping down their throat, you inevitably kick in their fight or flight response and kill the sale. Remember, **YOU CANNOT CLOSE ON LOGIC!**
2. **Show Empathy & Relate:** Human beings have a strong emotional need to be understood and for someone to relate to their pain. When your prospects object to you, they brace for and prepare for the fact that the salesperson will jump down their throat and begin an argument. That's because the thousand other times they objected to a salesperson historically, that is how they were treated. Prospects have patterns in their mind of what you're going to say and how you're going to say it because of the outcome of the other sales situations they were involved in. That's why, when a salesperson does argue, you fulfill the prospects expectations, you become just another pushy salesperson and they shut down completely. If you can disrupt the customers' expectations how you will respond when they object and create a new pattern, the results are magnetic. They become drawn into you because of how you related to them and made them feel like a human being, not just another sale. Their level of trust, respect, and desire to buy from you increase substantially. Below are examples of how to show empathy and relate.

### **Example 1**

**Customer:** "We appreciate your time, but we still need time to think about this."

**Rep:** *"No problem, John and Mary. I completely understand. With an investment like this, it makes sense to think about it. That just means you're an intelligent consumer and want to make the right choice."*

### **Example 2**

**Customer:** "We can't make a decision tonight, we still want to get a few more estimates before moving forward."

**Rep:** *"John and Mary, I hear what you're saying, and it makes sense. Getting more estimates is a great way to make sure you're doing the right thing."*



3. **Confirm & Repeat Objection:** Before you try to solve any objection, you need to make sure that it's the correct one to be solving. If the customer says they have to think about it, however the real objection was money, then isolating the "think about it" objection will accomplish nothing. By clarifying the real objection & repeating it back to the prospects, it allows you to handle it properly and also demonstrates that you're truly listening. In the example below, let's assume the customer said they need to think about it:

### Example 1

**Rep:** *"Just to make sure I fully understand, can you please share with me what exactly makes you feel that way?"*

**Customer:** "Well it's simply a larger investment than we initially expected."

**Rep:** *"I get what you're saying and it's ok to feel that way. So, it sounds like it's the overall investment that stopped us from moving forward, true?"*

**Customers:** "Yea you could say that." (True objection is money and not think over)

### Example 2

**Rep:** *"Just to clarify my thinking John and Mary, what specifically about our proposal held us back from moving forward?"*

**Customer:** "We are not sure if we can afford that payment at this time."

**Rep:** *"That makes sense. If the monthly isn't comfortable, then I understand your desire to wait. So, it really sounds like it's the monthly investment that's holding us back, did I get that right?"*

**Customer:** "Yes, that is our biggest concern at the moment."

4. **Isolate Objection:** The last thing you want as a salesperson is to be dealing with numerous objections at once. When you have a true understanding of what the real objection is, it's necessary to isolate that objection as the only thing standing in the way. I have watched many salespeople fail to isolate then proceed to watch the prospects destroy them with several new objections. When you isolate an objection in this stage, it is important to use past-tense language. Avoid present-tense questions like; "Is that the only thing stopping us from moving forward today?" If I use present tense language it will continue to build pressure and I will once again be telegraphing my punches. Past tense language keeps them in their comfort zone and keeps their guard down so you can keep closing. When you can effectively isolate & solve the correct and only objection, you are putting yourself in the ideal situation to close the sale.

**Rep:** *"John and Mary, other than the overall investment to get your roof replaced, was there anything else that stopped us from moving forward?"*

**Rep:** *"Other than the monthly investment to get your dream roof installed once and for all, was there anything else that stopped us from earning your business?"*

5. **Solve:** After you have found the true objection and effectively isolated that objection, it's now time to solve. We recommend that salespeople have at least two to three sub-step closes in their arsenal to solve the main objections that can come up. It is important that you take the time to memorize these programmed or scripted closes to overcome the objection at hand. When you know the closes without thinking, it opens up your conscious mind to focus on controlling your emotions and understanding the prospects non-verbal communication. In the beginning when you learn any close, you might sound a little robotic; however, just like an academy award winning actor, you need to know it well enough, so it sounds natural and becomes your voice. This comes with constant repetition and practice.

# **Chapter 6**

## **Step 2: Introduction**

The second step in our process is the introduction. We need to understand that whether you're selling virtually or driving to the prospects home, first impressions matter. How you look and behave when you meet the prospect for the first time can make or break your chances at selling them. As we already mentioned in this book, the customer will decide in seconds if they could see themselves buying from you and they are looking for any evidence or signs if they shouldn't buy. I have been on hundreds of ride-alongs with salespeople and have witnessed many times where good opportunities were destroyed due to a poor introduction. Being skilled at this step is far more than just giving a warm greeting. Top performers must be prepared to overcome cancellation at the door, overcome objections when they walk in, and confidently take control of the appointment from the very beginning. When you become a master at the introduction, you will have programmed responses in your arsenal that allow you to gain entry, overcome objections, take control and set the tone for the appointment.

The number one goal of the introduction is to get the prospects to feel comfortable and relaxed. You cannot effectively close someone when their guard is up. When I train salespeople the introduction in a classroom, I will often use the analogy of being in a fight. If you want to punch someone in the face, which option will give you the highest chances of landing the punch. **Option 1:** You completely telegraph your punch by telling them "I am about to punch you in the face right now, are you ready?" **Option 2:** You don't telegraph your punch at all and completely blindside the person, so they never see it coming? If you guessed the obvious option 2, you could understand why you don't want to telegraph your punches in sales. If the customer knows early on in the appointment that I'm there to sell them now, their guard will go up and I will be far less likely to close them. The good news for you is, if you follow our process correctly, the customer will never see the close coming and you will completely blindside them. We call our sales approach a "velvet hammer." Even though we are hammering them and earning their business on the first visit, the customer should never feel pressured. You should rarely have to strong-arm a prospect into a decision. Throughout this process we are educating the customer, gaining their trust, solving objections, creating want and building rapport so that at the end, the close becomes the natural conclusion to the appointment.

When I was managing my sales team, I made it mandatory that every rep had the entire introduction script memorized as well as programmed responses to overcome curveballs and objections. Our salespeople went into every house with a "buy or die" mentality and knew that if they didn't close them, they would never see that customer again. We strictly enforced our sales process as a one-sit close system. This means we didn't allow any call backs or follow up in our sales process. As a matter of fact, even in the rare occurrence that a customer did call back, that lead was sent to the rehash department and issued to another rep to go back out. When you pull up to the house, have the mindset that you are going to give your prospects the best presentation they have ever seen in their life and leave it all out on the field. With that being said, it is absolutely crucial from the moment you walk up to the door to put the customers mind at ease and gain their trust.

Your number one mission in the introduction is to lower the customers guard and begin building the relationship. Prospects will almost always have a wall up when you get their due to previous experiences with salespeople. In addition to many people having bad experiences with salespeople, we as consumers are being overwhelmed with solicitation attempts every day. The average consumer, including you, is exposed to over 5,000 advertisements or solicitations daily. Now, can you recall every one of these ads? Of course not, because for self-defense, we have built up a wall or defense against being sold. Let me ask you a question. Have you ever walked into a clothing store and the innocent little salesclerk asked you if they could help you? If you're like most people, you probably responded with, "no I'm just looking." That is a reflex response to being sold. Our first goal in this process is to break down the customers natural defenses and get them to open their minds to a 2-3-hour sales presentation. That's why the introduction is crucial. When properly executed, it will lower their defenses and set the tone for the entire appointment.

### ◇ COVID-19 Tips

If you were running appointments during this pandemic, you were more than likely wearing your facemask in most if not all of your appointments. This is a good thing to do to protect yourself and your prospects, however, presents challenges. As we just mentioned, it is important for them to see your smile and facial expressions. To overcome this challenge, we encourage you to have your mask off or at least pulled down when you first walk up to the customers door so you can greet them with a big smile. Make sure you are at least 6 feet away when you do this to maintain proper social distancing. Be up front with them and mention that you will be putting your mask on right away before entry, however, feel it's important for them to see your whole face so you can better get to know each other. When the prospects see your big smile in the beginning of the appointment, this will allow them to mentally picture what your whole face looked like every time you smile with your eyes. It helps them better understand your non-verbal communication and aids in building the relationship.

Now obviously with COVID-19 spreading and more prospects being concerned with human contact, shaking hands is challenging. With this in mind, it is still important for you to brainstorm with your prospects what they would feel comfortable with in place of the handshake. I've heard some salespeople are having success with the air high five, some settle for the fist-bump and occasionally exchange an elbow bump in place of the handshake. My advice to you is make it a priority early in the appointment to establish these ground rules as this will play a major role in getting tie downs and commitments from them throughout the process. Many top performers right now are finding that the more diligent they are about keeping the customers safe, the more they can differentiate from competition and build trust. Some reps go as far as carrying disinfectant wipes with them into the home and follow a routine. They disinfect both sides of the doorknob that they will be using the most, they disinfect the table they will be doing presentation at, they disinfect their iPad or any other devices they will be using and lastly, they sanitize their hands. This whole routine only takes just over a minute usually, however, is a great way to show how much you care and how you separate yourself from everyone else. Many companies are investing in sanitizer with their company logo on it which is another great addition.

## ◇ Introduction at Door

**Rep:** *"John? Hello John! My name is \_\_\_\_\_ with Grosso University. Thank you for inviting me to your home today! I'm here for our 10 o'clock roofing appointment. May I come in?"*



- Smile
- Repeat their Name
- Look Them in the Eye
- Relax Them

## ◇ Overcoming resistance at the door

When customers schedule an appointment with your company to get an estimate on their roof, they have an image in their mind of the contractor coming over. Most times it's Chuck in a Rusty Old Truck with a long beard, maybe a few missing teeth, torn up work pants and boots wearing a shirt that says, "Shit Happens." Then suddenly, a clean cut, well-groomed individual pulls up with a brief case or shoulder bag in a nice vehicle. Then the prospects look at each other and say "oh shoot honey, we have a salesman coming into our house. No matter what happens we aren't buying anything today, or don't let him in, he's a salesperson!" We as salespeople need to assume that meeting took place and as a result, customers will occasionally try to cancel the appointment. Salespeople need to have a programed response in their arsenal for when a customer tries to cancel at the door. Most times customers don't want a salesperson to come into their home because they are buyers. When you overcome cancellation at the door and gain entry, the sale often becomes easy! Below is an example of a response to cancellation at the door:

**Customer:** "I apologize, we actually called to cancel this appointment because we just can't afford it right now."

**Rep:** *"No need to apologize, I understand if you can't afford it right now. According to my notes here John, you and your wife Mary are just in the planning and budgeting stage of this project, is that correct?"*

**Customer:** "Yes, that's correct."



**Rep:** *“Great, I’m glad we’re on the same page. It took me just about an hour to get here, and I get credit just for meeting you today for your free estimate. The things I need to cover with you here today should only take a few minutes. I will perform a quick inspection of your roof, show you a few options and leave you with a no obligation price for the roofing project good for 30 days. If we make a good enough impression on you, our only hope is that you’ll give us a call back in the future when you’re ready. If I could come in for a few moments to take care of those things, I’ll be on my way before you know it, fair enough?”*

### ◇ Get to the Kitchen Table

Once you gain entry, you should either remove your shoes or put the booties on over your shoes. This is a huge sign of curtesy and professionalism and can make or break an appointment if it’s not offered. Removing shoes is easier if you invest in shoes that slip on and off easy. It is your job next to get to the kitchen table. The kitchen table will always be the preferred location for your presentation because the kitchen is typically where homeowners invite family, and you want to begin building a relationship immediately. If the kitchen is unavailable, you could select the dining room or living room as second and third options. The following is an example of the seating arrangement:

**Rep:** *“Well John and Mary before I perform an inspection on your roof, its necessary to gather some information so we can better serve you here today and be efficient with your time. If you have a kitchen table, we could sit at that would be great!”*

**Prospects  
should be  
positioned on  
Same Side of  
the Table**



**Sales Rep  
should be  
positioned at  
the Head of the  
Table**

In the photo above, you notice that the customers are both seated to my right side with the wife sitting closer to me. This is by design. I’ve been on many ride alongs with salespeople who don’t establish the seating arrangement, and inevitably, the prospects sit on both sides of the table. This is a bad situation because in order for me to maintain eye contact with them, I’m constantly having to move my head from right to left. When I get to the table, the first thing I do is ask John and Mary if I could set up at the head of the table. You don’t want to take John’s favorite chair without asking. Then I politely suggest that Mary have a seat closest to me and John sit next to her. I tell the prospects it simplifies the process to have them on same side, that way I’m only looking to one side for meeting. The reason I want Mary closer to me is, let’s be honest, she is the boss! They say the husband is the head of the household, however the wife is the neck and can control everything the head does. I want the boss (Mary) closer to me, so she is fully involved in the experience. If I can sell her and make her my ally, it’s game over!

## ◇ Intro at the Kitchen Table

When you have made it to the table, ask permission to set your briefcase down at the head of the table and let them know they can both have a seat on your right side. This simply puts you in the optimal position to present information effectively. The third part to the Introduction is the intro at the table. The sole purpose of this intro is to break down the prospects defenses and get them to relax. You simply cannot sell a customer unless they are comfortable and relaxed. When both customers are sitting down, and you have their complete attention, then deliver the formal introduction. Again, this intro must be learned verbatim:

**Rep:** *“John and Mary, once again I would like to thank you for allowing us into your home. We are grateful for the opportunity! While we are here, Grosso University would absolutely love to earn your business on your new roof, however the purpose of this meeting is just to give you information on our various products and services. We know that the best consumers are well educated, and we will give you piece of mind with a price that’s guaranteed for 30 days, so you can relax. We’ll also take this time to make you aware of any special promotions we have running right now, so if and when you are ready to move forward with this renovation, you will have all the information you need to feel comfortable with your decision. We feel this is a more professional way of doing business, wouldn’t you agree?”*

# **Chapter 7**

## **Step 3: Needs Analysis/Survey**

The survey is where the salesperson lays down the foundation for the rest of the appointment. If you skip this step in the process, you are wasting your time and the customers time more often than not. When I train salespeople on the discovery portion of the process, I often refer to shopping for a car. When you meet a well-trained car salesperson, the first thing they will do is sit you down and have a conversation. The car salesperson wants to pinpoint what your specific needs are, what your wants are and rule out vehicles you don't need look at. Then after they have gathered enough intelligence and take you to the car lot, they can show you options that are specific to what you're looking for. Without this step in the process, you would be aimlessly walking around the lot and wasting time. That's the same reason we must do a proper discovery in this business. As I said before in this book, if you don't know where you're going, any road will take you there. Well-orchestrated surveys pave the way for your presentation and create the roadmap to follow to close the sale.

During the survey, it's important that I'm not just drilling the prospects with questions. We always say the survey needs to feel like a conversation and not an interrogation. The way you get the conversation started is by asking the right open-ended questions, truly listening to your prospects, and then layering their answers with more questions. You want to use the survey as a tool to sell the job by getting the customer to provide you with specific information. Well trained salespeople use the survey to uncover hidden objections, pinpoint the prospects hot buttons and lay down the foundation in order to tailor the presentation specific to them. When I personally begin the survey, I always rely on the F.O.R.M method of communication. This method was created for people who are socially awkward to be able to have productive conversations with people, however I have found it to a very useful tool in sales.

### • **Family**

Top performing salespeople are always interested in getting to know their clients personally. The best salespeople I've ever trained tell me; "Dominic, when I leave my customers house, I know everything about them. I know about their family, what their kids and pets' names are and how they met." This is a great lesson to learn because if the prospects feel you are genuinely interested in them and their family, they will like you and even trust you more. Plus, by getting them talking about their family, you will be able to see if there are common interests, stories you can both share, and things about your family they would appreciate. These things make you appear as a human being, and not just a salesperson out to make a commission. Below are a few items that are worth knowing:

- Where they are from?
- How did they meet?
- Where did they get married?
- How many kids they have?
- Names of their kids and ages?
- Where did you go to high school or college?
- What pets do you have? What's your dog's name?

## • Occupation

Knowing what your prospects do for a living is a very valuable piece of intelligence. When you know what they do it allows you to adapt your personality and your presentation accordingly. If you are selling to a mechanical engineer, you would want to be as detailed as possible. This type of customer appreciates all the small details, specs and technical aspects of your products. If you are selling to a person that owns a service-based business, they will appreciate superior customer service, your warranty and all things relative to your company's reputation. Learn what your customers profession is, and like a chameleon, adapt yourself and your process to be the most effective.

- What is their profession?
- How did they get started in that field?
- How long have they been working there?
- What do they like about your job?
- What make their company/product superior?

## • Recreation

If you can pinpoint a common interest with your prospects, it is a valuable tool to build rapport and build the relationship. When I was managing my team, I had certain reps that were gearheads and closed at almost 100% when they had a customer who was also a gearhead or had a hot-rod in the garage. I also had reps who were hunters and outdoorsman. If they had a prospect who was also an avid hunter or fisherman, it was game over. Pay attention to your environment including the pictures on the wall, trophies on the shelf and collections around the house. If you truly have a recreational activity in common with them, use it to your advantage. Make sure that you don't fake a common recreational activity or hobby you have in common with them or pretend to be interested when you're really not. For example, if you don't care about bowling, I wouldn't recommend you ask about their bowling trophies on the wall. Here's how that would play out:

**Rep:** *"Hey, I see you have bowling trophies on the wall. Are you a bowler?"*

**Customer:** "No, I just love collecting bowling trophies!"

**Here are some things worth knowing:**

- What kind of things do they do for fun?
- What are their hobbies? Sports? Fishing? Art?
- What are some of their favorite places you've traveled? Favorite way to travel?
- What's the most exciting thing they've ever done?
- How do they stay in shape or healthy?

## • Motivation

The last thing worth knowing is what truly motivates them? This could be relative to the project, or just in life. Aside from the things they do for fun, what do they do to stay happy and live their life to the fullest? Also, what are the motivations for getting this project done now? What are the pain points or challenges they are facing? What motivated them to call us now? Below are a few elements to discover in this section:

- Aside from work and recreation, what is really important to you?
- If you didn't have to work, what would you do with your time?
- If time and money were no object, what would you do?
- What in the past has made you the happiest?
- What's your primary motivation for considering this project?

Becoming an expert about your prospect and understanding who they are or what they do will allow you to tailor your presentation accordingly. This will also build trust and rapport because they will truly feel you are interested in them and care. You'll find that when you fill out the survey in its entirety, you will have all the ammunition you need to close the sale at the end.

### ◇ Seeding and Layering

- The A.L.L Method to gather ALL the information:  
Ask, Listen & Layer

## • Plant the Seed

The survey is truly the roadmap to the sale and the foundation of effectively influencing the prospects. During the survey, you need to begin the process of planting seeds that will grow into major ammunition to the close.

**Seeding is when you plant a thought in a prospects mind, then through constant reinforcement, allow it to nurture and grow into their belief system.**

Seeding can help with price conditioning, establishing the scope of the work, creating a design and getting customers to consider quality over low price. Rick Grosso was truly a master in the Art of Seeding. If you ever watched a Rick Grosso Sales Training Video, he is seeding and layering thoughts and ideas into the prospects minds the entire time making him masterful at influencing customers.

The key to making a thought a belief is the constant reinforcement of the idea throughout the process. This is one of the most powerful techniques in sales and can also be used in our everyday life. When children are told over and over that they are smart and capable of achieving anything, they will be far more likely to grow up believe they are. If you constantly tell your children they are stupid, guess what; they will likely believe they are stupid and prove it by doing bad in school. Seeding can be used to your advantage in the profession of selling to reprogram the customers thoughts and priorities giving you the power to influence them in the direction in which you want them to go. The following are a few examples of thoughts you can seed into the customers mind early in the appointment and reinforce throughout to close the sale later on:



## • Seeding Word Tracks

- *"Everyone who has ever seen this roof has fallen in love with it."*
- *"Everyone I show this metal roof to has wanted it."*
- *"I don't want to be the person to come back when you need to have this roof done, because then it will be too late, and the damage will be done."*
- *"It will cost you more not to own my roof."*
- *"The only rich people can afford to buy cheap."*
- *"On a cash flow basis, the right roof is free."*
- *"96% of all home improvement companies go bankrupt in less than 5 years."*
- *"Let me show you why thousands of families like yours have trusted us for their roofing project."*
- *"I apologize in advance, because you're going to hear me say exclusive a lot."*
- *"Your forever roof is only as good as its weakest link."*
- *"70 of all roofs are being replaced in 10 years or less."*
- *"I understand why you've waited because everyone knows that getting a new roof can be one of the most expensive things you can do to your home."*
- *"The most expensive decision you can make is choosing the wrong roof from the wrong company."*
- *"Since we're here, we will perform a free health check of your roof and attic to make sure everything is copacetic."*
- *"40% of injuries and fatalities on jobs occurs from falling!"*

## • Layering

The technique of layering can be used in many different ways and can be a powerful tool to get your prospects to disclose personal information. Layering can be asking more questions to get more information, or it can be a reinforcement of a seed that was planted earlier.

**Layering with questions (Self-Disclosure Loop):** They say prospects are like icebergs. 80% of information we need to effectively influence them is beneath the surface and it's our job to get them to reveal it. During the survey after the prospect answers an open-ended question, you can use layering to get more information. In the survey, one type of layering is asking them more questions to get more information on a specific topic. For example, if you asked how the customer heard of your company, they could respond by saying they were referred by a neighbor. Before I would move on to the next question, I would ask them another layering question about their neighbor's experience. Below is example of how this conversation would play out.

**Reps Question:** *"John and Mary, 40% of all our business comes from referrals, word of mouth and repeat business and we have remodeled dozens of homes in this area. Just out of curiosity, were you referred by someone? How did you hear about Grosso University?"*

**Customer:** *"You guys did the roof on our neighbor's house, and they referred us to you."*

**Reps Layering Question:** *"That's fantastic! We'll be sure to send them their referral bonus right away. After your neighbors got their roof done, how did they say their experience was working with Grosso University?"*

**Customer:** "They said you guys did a great job. The crews were in and out in one day."

**Reps Layering Question:** *"That's excellent news! Let me ask you a question. What do you feel was the reason your neighbor felt comfortable enough to hire Grosso University?"*

**Customer:** "They said they were impressed with your products and the representative that came out to their house."

**Reps Layering Question:** *"I'm happy to hear they enjoyed their experience. We take pride in having very skilled installers that get it done right the first time. I'm sure you would both agree that if you trusted Grosso University to your home, you would have the same great experience your neighbors did?"*

**Customer:** "Yes, and that's why we called you."

You can see from the above example that if you use the technique of layering, you will be able to uncover tons of useful information that will be ammunition for the sale. In the above example, we were only one question into the discovery phase and were able to get massive commitments from the prospect that they would hire us. If you apply this layering technique to every question, imagine how much more information you could acquire. When you become proficient at the survey, it will always sound very conversational, and the prospects will continue to reveal more information to help you tailor your presentation. This comes from asking the right open-ended questions, practicing true deep listening, and layering the customers answers with more relevant questions. We always say there is a reason why the lord gave us one mouth and two ears.

Asking intelligent questions and being an effective listener can be one of your greatest tools in a sales encounter. Top performers can deliberately activate what's called the self-disclosure loop in their prospects. The self-disclosure loop is when people feel the desire to reveal very personal information about themselves taking a very general conversation to very personal quickly. Harvard University conducted a study where subjects were hooked up to high powered 3D MRI machines that monitored what happens when people disclose personal information. Each time the subjects disclosed personal information, dopamine was released into the brain giving the person feelings of pleasure. This feeling of pleasure leads to the urge for them to continue disclosing more information causing the subject to show their cards.

The brain is biologically engineered to reward people every time they say personal information about themselves. You may have experienced this socializing with someone your just met. You strike a conversation with them, you ask the right questions, you listen to them deeply and suddenly they cross the TMI (too much information) zone! You are left wondering; "why on earth would they feel the need to tell me that?" Just remember, it wasn't their fault, it was the pleasure drug dopamine doing the talking. You can use this technique to your advantage in a sales conversation to get

your prospects to “spill the beans” and uncover very personal information about them. Top agents of influence use this to uncover hidden objections. If you ask the right question, listen intently, and respond with another perfectly placed question, this demonstrates your sincere interest in them and opens them up.

**Layering a Planted Seed:** After you have seeded a thought or an idea into the customers mind, it is vital that you layer that thought over and over. Layering a seed is simply repeating or tying back to a previous thought or idea you brought up earlier. The average human being needs to hear a thought 6 to 18 times to retain it. Should I repeat that? Seeding an idea isn’t enough because people have extremely short-term memory. When you bring up an important thought or idea, and then constantly repeat that idea over and over, eventually it will become a part of your prospects belief system. Layering makes an idea or concept significantly stronger. Layering is like nailing two 2x4s together. By nailing two 2x4s together they become 4 times stronger than one 2x4 and so does your thought when it’s layered properly.

Rick Grosso makes a point that, in sales, Perception is Reality and once shared a story of when he was a teenager to get this point across. Rick and his friends had a bright idea that for an entire day, they were all going to tell their friend George he looked sick. Now truthfully, there was nothing wrong with George, however all day long, Rick and his friends would ask him if he was feeling ok. They would repeat things like this over and over; “George, you look terrible, are you feeling ok?” “George, you look awful, are you sick or something?” After repeating and layering these things all day long, George literally began to feel sick and told Rick and his friends he had to go home. Remember the brain and nervous system cannot tell the difference between real and imagined experiences. This technique of seeding and layering, when properly executed, can allow you to plant literally any thought into your prospects mind and make it their personal belief.

If you are doing the roofing presentation for example, you could plant the seed that 37% of all replacement roofs are replacing replacement roofs early in the process. Then in Evolution, after you effectively kill cheaper roofing, you can now tie back to the seed you planted earlier. Below are a few examples of Layering and Tiebacks:

- *“Can you see why so much of our business is replacing replacement roofs?”*
- *“Can you understand now why the only people that can afford to buy these cheap roofs are rich?”*
- *“They’re the only ones that can afford to do this over and over?”*
- *“Many roofing solutions are a temporary solution to a permanent problem, wouldn’t you agree?”*
- *“You told me earlier you wanted to get this done once over, not over and over.*
- *“At any price, would entry level quality be a good investment?”*
- *“Can you understand why the most expensive thing you can do is choose the wrong roof from the wrong company?”*

When you master the skill of seeding and layering, you will become like a hypnotist in the home by taking control of your prospects thoughts and creating a new belief system in your favor.

# Grosso University Roofing Assessment



**GROSSO**  
UNIVERSITY  
Metal Roofing Academy

Sale Consultant: \_\_\_\_\_ Homeowners: \_\_\_\_\_ Date: \_\_\_\_\_

1. How did you hear about our Company? ☐ Referral ☐ Radio ☐ TV ☐ Direct Mail ☐ Home Show ☐ Internet ☐ Canvass

2. Have you received any promotions or coupons that you can apply towards project? \_\_\_\_\_

3. How long have you lived in this home? \_\_\_\_\_ How long do you expect to own home? \_\_\_\_\_

4. Style of House: ☐ Ranch ☐ Bi-Level ☐ Split Level ☐ 2 Story Colonial ☐ Cape Cod

5. What are your primary goals with this Roofing project? \_\_\_\_\_

6. What are the biggest challenges you have with your current Roof? \_\_\_\_\_

7. Have you noticed any leaks or ice damming? Where? \_\_\_\_\_

8. How long have you been noticing these issues? \_\_\_\_\_

9. What has prevented you from replacing roof? \_\_\_\_\_

10. What is the Age of Existing roof? \_\_\_\_\_

11. What shingles were used on existing roof and how many layers? \_\_\_\_\_

12. What is the R-Value of Attic? \_\_\_\_\_ Is soffit properly ventilated? \_\_\_\_\_

13. On a scale of 1 to 10, how important are the following benefits:

- Quality/Durability: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10
- Warranty: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10
- Aesthetics: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10
- Energy Efficiency: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10
- Resale Value: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10
- Reliable Contractor: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10
- Affordability: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

14. Are there any other renovations you will be pursuing in the future? \_\_\_\_\_

15. How much is your average monthly utility bill? Summer: \_\_\_\_\_ Winter: \_\_\_\_\_ Budget: \_\_\_\_\_

16. To help us narrow down the most affordable Budget Plan, select a monthly investment range below:

☐ \$100 to \$200 ☐ \$200 to \$300 ☐ \$300 to \$400 ☐ \$400 to \$500 ☐ \$500 to \$600



**GROSSO**  
UNIVERSITY  
Metal Roofing Academy

- **Example of Survey Questions**

For the sake of this book, I will just give examples of how to ask the questions for the metal roofing survey form. Now being that the survey is something that needs to unfold naturally, it's impossible to script the whole thing. Be sure to include the technique of Seeding and Layering. Do your best to ask more follow up questions to allow the customer to provide more information. Use the F.O.R.M method to get really personal with the prospects and practice deep listening to activate the disclosure loop. Sit back in a receiving position, relax, put a smile on your face and make this as conversational as possible. Take time to role play the survey any chance you get with your peers until you know it like the back of your hand. Below are a few examples of survey questions:

**Rep:** *"John and Mary, before we get started performing the inspection of your roof, our company put together a few questions just to help us better understand what your goals are for the project. It's important for us to learn what you want to have done and what you need to have done. Then we can focus on the best solutions to fit into your budget."*

**Question 1: How did you hear about Grosso University?**

**Rep:** *"40% of all our business comes from referrals, word of mouth and repeat business and we have replaced dozens of roofs in this area, so just out of curiosity, were you referred by someone? How did you hear about Grosso University? (Circle lead source) That's fantastic!"*

**Question 2: Have you received any promotions or coupons you can apply towards project?**

**Rep:** *"When you watched our TV advertisement, what specific promotion was offered at that time? When you ran into us at the mall, were there any products on display that caught your attention? Did our mall representative provide you with any additional coupons you can apply towards project?"*

**Question 3: How long have you lived in this home? How long do you expect to own home?**

On your smart phone, make sure you download the Zillow app. Look up the prospects address and Zillow can tell you when they bought the house, how many square feet their house is, how old the house is, and much more. This will make you look like a professional and show the customers you have done your homework before the appointment.

**Rep:** *"According to my notes, you have been living in this home for around 10 years. Is that accurate? When I meet with customers, I find that there are 3 reasons why people replace their roof. First are the people that are planning on living in their homes for the rest of their lives and want to invest in a new roof that will last forever to protect their home and increase their personal enjoyment for the long term. Second are the customers that have a "for sale" sign in the yard and are investing in a new quality roof to increase the value of their home for resale. And lastly, like most of my customers, there are those who invest in our products because of a combination of the two, personal benefit and resale value. John and Mary, is this your forever home, are you moving tomorrow, or it is more of a combination of both? We can't predict the future, however safe to say then you'll live here for the next 5-10 years?"*



**Note:** 5-10+ years in the home is ideal to get customers to commit to so you can easily show them how your metal roof will pay for itself and make them money. If customer says 5 years, make sure in your demo you emphasize resale value and calculate both 5 and 10-year payback.

**Question 4: Style of House (Check One)**

**Question 5: What are your goals for the Roofing Project?**

**Rep:** *"When we look at the roof of your house, we think of it as a system. This system includes the soffit, fascia, ventilation, and gutters. Is it your goal to ensure the whole system is working properly for best performance? What are your goals?"*

**Question 6: What are the biggest challenges you are having with your current roof?**

**Rep:** *"When I meet with homeowners with older roofs, they are starting to notice granule loss, asphalt exposure, curling and even cracking. What are some of the biggest challenges you are having with your roof?"*

**Question 7: Have you noticed any leaks or ice damming? Where?**

**Rep:** *"When roofs become dysfunctional, it is very common to notice leaking and ice damming in the colder months. Leaks can catch you by surprise because it usually takes over 2 years for leaks to penetrate the drywall in the ceiling. Have either of these been a concern of yours?"*

**Question 8: How long have you been noticing these issues?**

**Rep:** *"How many years would you say you have been noticing these issues? (Customer replies 3 years) So, for 3 years you have been thinking about this? 3 years? 3 years is a long time to think about this project, am I right?"*

**Question 9: What has prevented you from replacing roof?**

**Rep:** *"Let me ask you a question. What is the one thing that has prevented you from moving forward with the roofing project 3 years ago? (Let customer respond) It's great to see that you are being proactive and are now you are in a position where you can invest in your home!"*

**Question 10: What is the age of the existing roof?**

**Rep:** *"According to my notes, this house is about 20 years old, does that seem accurate?"*

**Question 11: What shingles were used on existing roof? How many layers?**

**Rep:** *"This may be tough to answer, however do you have any extra shingles laying around from when this roof was installed? Do you happen to know the brand? Lastly, was this roof torn off when it was replaced or was it a layover? Are there multiple shingle layers?"*

**Question 12: What is the R-Value of the Attic?**

**Rep:** *"One element of a healthy roof is having a well-insulated attic. Do you happen to know how much insulation is up there currently? How many inches? Ok so with 12 inches of*

*insulation, you have around an R-38. Going with R-50 would make a big difference and that's something we can discuss later. Ultimately all these little details allow you to enjoy the maximum life from your new roof and save money on energy!"*

**Question 13: On a scale of 1-10, how important are the following benefits: (Grade each benefit by importance)**

**Question 14: Are there any other renovations you will be pursuing in the future?**

*Rep: "Grosso University is a remodeling company offering far more than just quality metal roofing. We specialize in gutters, soffit, fascia and several other premium coil products! Are there any other exterior projects you may be pursuing in the future?"*

Occasionally the customer will say other items that we offer such as gutters, soffit, fascia, etc. When this happens, you could potentially upsell the customer assuming you have been trained to do so. Below is what the following statement should sound like:

*Rep: "If Grosso University had a large discount to move forward with both the new roof and the soffit while making it completely affordable, is that something you would take advantage of?"*

If customer gives you a response like "well we are on a tight budget" or any response that tells you the money is the main factor, just focus on the primary product. If they give you a response like "absolutely, we prefer to have them done at the same time" then shoot for the stars and sell customers on both projects. This is only if you have been trained on both products you are trying to sell of course!

**Question 15: How much is your average monthly Utility Bill?**

*Rep: "This house is around 2,000 square feet, correct? (Information on Zillow) Typically with a house this size and age, most of our customers average around \$200 per month for their energy bill. Has that also been your experience? Is it very different from summer to winter?"*

**Question 16: To help us narrow down the most affordable Budget Plan, select a monthly investment range below:**

*Rep: "John and Mary, your time is very valuable, and we don't want to spend it going over numerous options you're not comfortable with. As you know, projects like this can be a significant investment and it is our personal goal to make this project as affordable as possible. We have numerous different finance options; however, I find most of our customers like to be at a monthly investment around \$200-\$300 per month. To help us tailor this project to fit your budget, circle the monthly investment range that would be affordable?"*

You can see from the amount of content in the survey, this isn't something that should be completed in a few minutes. Spend some time on this portion of the sales process because it will save you a lot of time in closing. Going through these questions takes practice and once you become more skilled at gathering information, you'll be able to use the customers feedback as leverage. Once the survey is completed, then you need to transition to the measure/inspection.

# Chapter 8

## Step-4: Measure/Inspection

I have the privilege of working with companies all over the country selling all kinds of different products. I work a lot with roofing companies, bath remodelers, window companies and much more. One common weak area in the process that I see among salespeople is the inspection. Here's the fact; **If the prospects have zero urgency or motivation to get the work done, you will not sell them!** We are all creatures of habit, and many times salespeople will fall victim to the reinforcement of bad habits. This happens when a salesperson has reasonable levels of success shortcutting the process or skipping steps entirely. If a salesperson does a quick inspection, for example, and still ends up selling the job, then they continue to do quick inspections on all their leads moving forward. Without fail, with companies I talk to; the inspection ends up frequently being one of those crucial steps that ends being shortcut and executed poorly. This leads to salespeople hitting a wall or dead end in the close. No matter what product or service you are selling, you need to slow down, be thorough and deliver a masterful inspection. Your closing rate will increase significantly as a result.

Many companies I talk to perform the inspection only to price the job correctly. This is a big mistake. These companies that do a weak inspection will inevitably get to the close and the customer will say, "well we don't really need to get the work done right now anyway. We will get back to you next year when we are ready." The main reason you need to perform a detailed inspection is to **create a sense of urgency** and influence the customers to get the work done sooner than later. They say most prospects would start a procrastination group; however, they never seem to get around to it! Remember that you are the thermostat, not the thermometer. You control the environment and the temperature while the prospects simply respond to it. Using seeding and layering, you can plant the thought that their existing roof has a short life expectancy. Then through repetition of that thought and demonstrating evidence, that will become part of their belief system.

The advantage you have is the most homeowners just live in their homes and don't spend much time going through their house with a fine-toothed comb. This is beneficial because in almost every case you will find issues with their home that the homeowners never knew they had. For example, can you tell me the exact condition of your roof or anything in your house for that matter? I can tell you sincerely, I have been in the business selling tens of millions of dollars' worth of these products and if someone asked me the condition of these areas, I wouldn't have the slightest idea. You can never assume, just because you are in the customer's house, that the urgency is already there. I always tell my salespeople to act as if the prospects have zero urgency to get the work done and take full responsibility for finding strong pain points. People make new decisions based on new information, and for the prospects to get the information, they must come with you for the inspection process.

Now we all have problems in life, don't we? You could walk up to any person on the street at random and say, *"hey man, I heard about your problem and that must be hard."* The stranger would reply with, "who told you?" Just because we all have problems does not mean it is painful enough for us to find a solution. As a matter of fact, your prospects will not go from problem to solution, especially when it requires their time and their money. It's up to you to create awareness of bigger problems and educate them if it continues to go unresolved, it will cause additional pain and trauma. If the pain of doing nothing is strong enough, the prospects will be far more likely to shell out their hard-earned money to find a solution. The following diagram is the cycle of motivation.

## The Cycle of Motivation



If you simplify your job, you must convince the prospects that the benefits of investing in your product or solution is greater in value than their hard-earned money sitting in their bank account. Discovering those pain points in the inspection increases the value of your solution. The greatest motivator in the world is fear of loss. Experts say that fear of loss has twice the impact and creates twice the urgency as hope of gain. I met a gentleman a few years ago that was an avid tennis player. He happened to play tennis left-handed and noticed he kept getting a sharp pain on the left side of his upper chest. At first, he assumed that it was just a strained muscle or pinched nerve from playing tennis. Then the pain got a little worse, so he went to the doctor to get it checked out. After the doctors did a few tests and scans, they found that his heart was failing. If he didn't get open heart surgery right away, he could die! Now do you think the guy said, "well I'm still gonna think about this and get back to you when I'm ready." This is an example of the fear of loss and the potential of losing his life created enough urgency for him to get the life-saving surgery right away. Once strong problems and pain points are established, my job in my Masterful Presentation is to convince the prospects that our products and services are the only true Permanent Solution to their problems. We have the only guaranteed way to alleviate them of their pain. Then the only obstacle I have in closing is affordability, which you will see happens to be our best feature!

All professional salespeople in home improvement selling should have a masterful inspection kit. Think of a doctor going in to perform surgery. Having the right equipment will make it much easier to create urgency and build your credibility as a Pro! The tools you would need in your inspection kit can vary depending on what products you're selling, however many of the tools we recommend can be used to sell multiple products and services. I have a lot of people asking me if the salesperson should be putting together his own inspection kit or if the company should provide it for them. My answer is that you as the salesperson need to take responsibility for putting together your own kit. When I was new to this business, I knew that the more tools I could have to help me sell more jobs, the better the results and I never second guessed building my own kit. If you invest \$20 - \$30 for one of these tools and it helps you close one sale, was it worth it? How much money can you make on a sale? Don't wait for people to do things for you and invest in yourself to take your performance to next level. The following is an example of a cheap beginner's inspection kit.



## Affordable & Effective Inspection Kit



**Tape Measure:** Every salesperson should invest in a quality tape measure and be proficient at using it. The length of the tape measure will be relative to the product you are there to sell. If you are selling windows, a 16' Fat Max would work just fine, however if you're selling siding or roofing, it would be wise to get a 40' or longer. I always carried 3 tape measures with me for different situations. I had a 16', a 40' and a 300' tape measure wheel.



**Flashlight:** When you are performing your inspection, you can never bank on having enough light. I've had situations where I'm outside in the dark measuring the house, where I'm in the basement without light or crawling up in the attic for a roof inspection. I highly recommend you invest in a quality and portable flashlight. I always carried a small flashlight that was 1,000 lumens and never had a situation where I didn't have enough light.



**Moisture Meter:** One of my favorite tools for the inspection kit is a moisture meter. It has a simple function; however, it is one of the most powerful tools for creating urgency. All you need to do is turn the moisture meter on, place it on any surface and it will read the percentage of moisture present in the object. This is a common tool used to detect moisture or potential leak-prone areas in the prospect's attic. I love this tool because when the moisture content is high, it will have red lights flashing and a beeping alert. This signals to the prospects that something is wrong and creates that awareness leading to a pain point. You can purchase moisture meters online or at a Home Depot and they cost around \$40. I have sold a lot of jobs due to having this tool and I promise it's worth every penny.





**Humidity & Temperature Pen:** When performing a health check of the prospect's attic, a big topic that comes up commonly is humidity. High levels of humidity can lead to all kinds of issues such as mold, mildew, and wood rot. Ideally, the humidity should be less than 50% and anything above that is an indication of a dysfunctional attic. Homeowners who have high levels of humidity in their house are plagued by condensation issues on their windows and even doors. If they have high levels of humidity in the attic, this can lead to widespread mold issues and is evidence of a dysfunctional roofing system. Having a Humidity pen like the one above allows you to gather all the evidence of high humidity levels making it easy for the customers to justify doing something about it. This device is also nice and portable making it easy to carry with you when climbing up into the attic.



**Digital WIFI Microscope:** This gadget is another one of my favorites. The Digital WIFI Microscope magnifies problems with their roof and blows them up in the prospects face in a bold way. The way this product works is when you turn it on, it transmits its own WIFI signal. This allows you to connect to this device with any smart phone or tablet. After you connect to the device, anything you point and focus the device on gets magnified by 1,000x. This video or image gets displayed on your phone or tablet making it very easy for prospects to see. I love using this device when doing roofing inspections. You can easily demonstrate issues with Algae, granule loss in shingles and small cracks in the shingle that could lead to leaks. The applications for this product are endless. You can purchase one of these online as well for around \$50.



**Infrared Thermometer:** This another device that has a simple function, however, ends up being very powerful. An infrared Thermometer is like a laser pointer that measures temperature. You simply point the laser on any object within 8' and it will tell you how hot or cold it is. This tool is very useful for attic roofing inspections when trying show the temperature of the shingles in the hot summer sun and the difference between the attic temperature and ambient temperature. If your prospects are trying to cool their home in the summer, and their attic is 120 degrees, it easily shows them why their cooling bills are so high. This tool is very affordable ranging from \$15-\$40 depending on which on you buy and can be found in an automotive department or online.



**Thermal Camera:** For the true sales professional who is not afraid to invest in their success, the thermal camera is an amazing tool. Smart phones have incredible thermal cameras that plug into the charging port and provide high quality videos and pictures. This tool is great for performing energy efficiency inspections on windows, doors, siding and even roofing. This device will separate you from the competition, give you the ability to create boat loads of awareness and assist in selling more jobs as a result. Coming in at \$300 or more, it's a little pricier than some of the other tools, however worth every penny in the long run.

## Measure Transition Statement

As mentioned previously, it is important that the homeowners come with you. Below is an example of a transition statement that will take you from the survey to getting both homeowners to come with you for the measure.

**Rep:** *"Now that we are finished gathering information we can go ahead and perform our roofing and attic inspection! During the inspection, I will do a comprehensive health check of your roof and discuss the findings with you in detail. Putting the estimate together will require your feedback to narrow down the exact scope of the project. If you could join me outside for the roof inspection and ideally hold the ladder, that would be helpful."*

The inspection is your opportunity to really sound like you're a professional. You want to be as detailed as you can be when inspecting their roof and attic. It is also important not to make the customer feel bad about the condition of their home by insulting them, but just let them know that the issues that are occurring are very common and they were fighting a losing battle.

## Roofing/Attic Inspection Tips

**Tools Recommended:** Tape Measure, Infrared Thermometer, WIFI Microscope Moisture Meter or Humidity Pen.

When inspecting roof or attic, it's a great idea to get the customers involved in the process. There is evidence that when the prospects get more involved in the process, they are more invested. The more invested they become, the more likely they will be to invest in your company. With the roof inspection, take the prospects outside with you so when you are inspecting roof, you can give them feedback in real time. I personally would have the homeowner hold the ladder for me as I climbed to the roof for safety and to keep them involved. During the roof and attic inspection, many of our salespeople would have the customers filling out the inspection form and the measurements, keeping the salesperson hands free to do the rest.

# Grosso University Roofing Inspection



**GROSSO**  
UNIVERSITY  
Metal Roofing Academy

Customers Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Age of Home: \_\_\_\_\_

Cedar Shake ☐ Yes ☐ No

Additional Notes: \_\_\_\_\_

## Roof Exterior Inspection

Number of Layers: \_\_\_\_\_

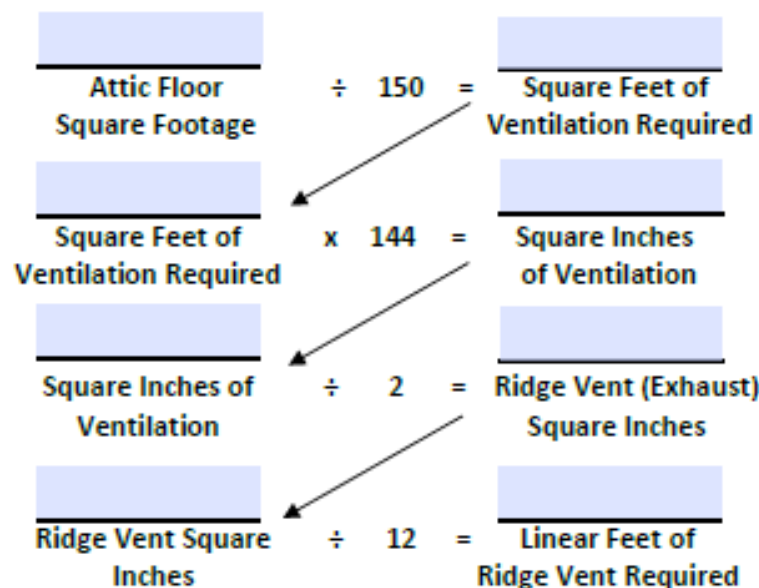
- |   |                                    |                                  |  |  |
|---|------------------------------------|----------------------------------|--|--|
| <input type="checkbox"/> Cracking         | <input type="checkbox"/> Crumbling | <input type="checkbox"/> Curling | <input type="checkbox"/> Degranulation | <input type="checkbox"/> Rotted Cedar      |
| <input type="checkbox"/> Missing Shingles | <input type="checkbox"/> Mold      | <input type="checkbox"/> Algae   | <input type="checkbox"/> Vegetation    | <input type="checkbox"/> Damaged Flashings |

### Soffit

- ☐ Vinyl ☐ Aluminum ☐ Wood ☐ Peeling Paint ☐ Vented ☐ Non-Vented

Notes: \_\_\_\_\_

Ventilation Calculator: Calculate 1 square foot of ventilation for every 150 square feet of attic space



**GROSSO**  
UNIVERSITY  
Metal Roofing Academy

# Grosso University Attic Inspection



## Insulation

☐ *Fiberglass*   ☐ *Radiant*   ☐ *Spray foam*

R-Value:

Notes:

## Visual Attic Inspection

|                          |                              |                             |                             |
|--------------------------|------------------------------|-----------------------------|-----------------------------|
| Leaks/Stains:            | <input type="checkbox"/> Yes | <input type="checkbox"/> No | Notes: <input type="text"/> |
| Rotting Wood:            | <input type="checkbox"/> Yes | <input type="checkbox"/> No | Notes: <input type="text"/> |
| Rusty Nails:             | <input type="checkbox"/> Yes | <input type="checkbox"/> No | Notes: <input type="text"/> |
| Mold:                    | <input type="checkbox"/> Yes | <input type="checkbox"/> No | Notes: <input type="text"/> |
| Broken Truss/Rafter      | <input type="checkbox"/> Yes | <input type="checkbox"/> No | Notes: <input type="text"/> |
| Solid Sheathing          | <input type="checkbox"/> Yes | <input type="checkbox"/> No | Notes: <input type="text"/> |
| Functional Exhaust       | <input type="checkbox"/> Yes | <input type="checkbox"/> No | Notes: <input type="text"/> |
| Vent/Ridge Vent          | <input type="checkbox"/> Yes | <input type="checkbox"/> No | Notes: <input type="text"/> |
| Functional Intake/Soffit | <input type="checkbox"/> Yes | <input type="checkbox"/> No | Notes: <input type="text"/> |

## Thermal Test

Outside Temp:

Attic Temp:

## Moisture Test

|             |                                  |                                    |                                 |                              |
|-------------|----------------------------------|------------------------------------|---------------------------------|------------------------------|
| Wood:       | <input type="checkbox"/> Healthy | <input type="checkbox"/> Unhealthy | <input type="checkbox"/> Danger | <input type="checkbox"/> Rot |
| Insulation: | <input type="checkbox"/> Healthy | <input type="checkbox"/> Unhealthy | <input type="checkbox"/> Danger | <input type="checkbox"/> Rot |

**Get on the Roof:** When inspecting the roof, you should always have your cell phone with you for pictures and video. My cellphone was a major tool for gathering evidence of roof failure and creating urgency. One of the biggest killers of asphalt roofing is poor flexibility, so it's always powerful to get a video demonstrating how the shingles don't bend anymore. Take a few pictures inside the gutters to demonstrate the large amount of granule loss. I would also take a handful of the granules and put them in a Zip-Lock bag to show later. Look at all leak prone areas such as chimneys, skylights, valleys, roof vents and wall flashings. Look for nails coming loose, cracks in the sealant or damaged flashing. If see a shingle with large amount of granule loss or a crack, take the WIFI Microscope and take a picture of it. Many times, you can see through the fiberglass mat demonstrating how water can penetrate right through the shingle. Lastly, take pictures and notate areas of the roof where shingles are blown off, damaged or soft spots where the sheathing may be damaged. The more evidence you can collect of the roofs useful life being complete, the easier it will be to get them to buy now.

**Get in the Attic:** The most commonly skipped part of a roofing inspection, and the most important part, is the attic inspection. When I was managing my sales team, the attic inspection was not optional. I would write up a salesperson if I found out this step was skipped. The reason this was mandatory for me is because the attic tells the whole story about the health of the roof and plays a major role in properly quoting the job. Doing a masterful inspection of the attic will provide you with tons of ammunition to create urgency with and selling points to discuss in the presentation. When I would climb up into an attic, the first thing I would look at is the sheathing. I have been surprised to find cedar shake many times, leading to a full re-deck, when the customer swore there was plywood under the shingles. I have also found many cases of water damage, mold and poor insulation. One thing I always mention to homeowners is that their roof can leak for over 2 years before they find out about it. We can catch these leaks early by getting up in the attic and checking those leak prone areas. When checking for a healthy environment in the attic, use the humidity and temperature pen. Anything over 50% humidity is grounds for concern. Also, if the attic temperature is more than 10 – 15 degrees hotter than the ambient (outside) temperature, there is simply not enough ventilation. When you can show the client moisture issues, humidity problems, insufficient ventilation, mold and damage, creating urgency becomes easy. When you're this detailed, you are demonstrating you are an expert in your field.

### Getting Major Commitment to Get Work Done

At the end of the inspection, you must get a major commitment from the customers that they are getting the work done. This is again about creating urgency and they say most prospects would start procrastination clubs if they ever got around to it! An objection you need to eliminate before it comes up in the close is them simply not feeling like they need it done. Assuming I've conducted a thorough and masterful inspection and created urgency, below is how to obtain the major commitment:

**Rep:** *"John and Mary, I can definitely see why you called us out here to get an estimate on this roof! I'm sure we can all agree, whether it's with Grosso University, or any of our fine competition, getting your roof replaced is something you need sooner rather than later, true? Here's the great news! This is a perfect project for what we do! I know I can show you a permanent solution you'll fall in love with, and I also know we can make this affordable. Let me go grab a roofing option from my car and we'll show you how easy it is to get this project take care of, fair enough?"*



# Chapter 9

## Step 5: Company Story

The company story is arguably one of the most important parts of the entire appointment. If they don't trust you and your company to perform the work on their home, the product becomes irrelevant. The trust and respect factor between you and your prospects need to be very strong because they are putting their faith in you that you will deliver on your promises. Your ultimate goal is to deliver such a masterful company story, that when they decide to get their next home improvement project done, your company is the only company they want doing the work. I want them to fear they do business with any other company than yours, they will get burned and the project will be highly likely to fail.

In your company story, you want to expose all the corruption in the home improvement business. Educate them they have the right to be scared because the industry is #1 in Dissatisfaction, #1 in Complaints to the BBB and #1 in Bankruptcies. I also make it a goal to get the customers to share any previous bad experience they or someone they know had with a contractor. If you don't get them talking about their previous bad experience at this stage and empathize with them in the company story, it will lead to an objection you can't overcome in the close. Customer: "The last time we hired the first contractor that came in here, we got burned and we're never doing it again!" Also, you as a professional should share some bad experiences you had, or your customers had with contractors to make them understand our company does business different than everybody else.

**Rep:** *"We are not the cheapest. If you are looking for the lowest priced roof you are talking to the wrong company. However, if you're looking for a permanent solution that's the least expensive long term, then we are the right company. Many companies can beat us on price; however, nobody can beat us on cost!"*

We know that people buy on emotion and have referenced that many times in this book. With that in mind, your company should have a powerful and emotional "about us" video that tells a heartfelt story of your company. This should include the owners, managers and other key employees that will be involved in their experience. This helps to get that positive movie to play in the prospects mind increasing their action threshold. Also having installation videos that show your installers wearing company branded shirts doing a project from start to finish. Seeing the whole process performed by your company adds another level of legitimacy to your information and the promises you're making. It helps them imagine those installers doing the same thing for them and the end result begin just as satisfactory.

The next component of a powerful company story is having numerous third-party accolades. This is additional evidence that you are a great company instead of relying on what you tell them. This could be your Better Business Bureau rating, articles written about your company in trade publications, or even customer testimonials. The best salesperson is a satisfied customer, so use that to your advantage. All salespeople are going to brag about how great their company is, however when you have outside parties and evidence that support your selling points, it helps the customer believe in what you're saying. In a masterful company story, it's important to be asking questions, differentiating, explaining WIIFM, price conditioning, and getting trial closes.

If you open your Ingage app, you will notice a masterful company story has already been put together for you. The Grosso University Company story has beautiful pictures, videos and visuals to keep the customer emotionally involved in the presentation. You need to take responsibility for mastery of this part of the Ingage presentation and this is only achieved with practice. Get familiar with the slides, partner up with peers, role play the slides during sales meetings and take advantage of any guidance you can from your team. Once you master the company story, your closing rates and income will skyrocket! Below are only a few elements of company story and how to cover them.

## • Company Story Intro

**Rep:** *“John and Mary, I’m sure you would agree that the way people shop for things these days has changed, true? With modern technology and conveniences, you can pretty much purchase a vehicle from a vending machine or buy a car with your cell phone and have it delivered to your house! Before the internet and social media, homeowners had to get numerous bids because there was no way to research companies otherwise.*

*The trend for most homeowners today is to research companies in advance, and we find fewer of our customers are not getting multiple estimates anymore! They realize with home improvement projects that need to be installed by human beings, getting multiple bids doesn’t guarantee their satisfaction. What our customers say they’re searching for is a company that will satisfy a few requirements:*

- 1. Make sure they have a proven history, quality installers and can get the job done efficiently.*
- 2. The company is financially stable and reliable so the customer knows they will be around in the future in case something happens.*
- 3. Company has a great written warranty, so the customers know when they made the purchase it was a good decision and that won’t burn them in the future.*
- 4. They can install a permanent solution to their wants and needs at a fair and affordable price!*

*John and Mary, are these 4 things any different from what you’re looking for? Let me take a minute to explain how Grosso University has fulfilled these requirements for thousands of customers just like you, fair enough?”*

**Note:** The following portion of the presentation is a template that will be branded for the contractor or dealer of the metal roofing system. For the sake of this book and to provide a detailed example of the company story, we used Grosso University Branding. When the contractor becomes a dealer, all Grosso University logos and color guidelines will be replaced with that of the contractor or dealer of roofing products. The claims made in the following portion will not apply to all contractors and are used primarily as an example of how to execute the company story.



- **The Five Most Important Things to Consider When Replacing Your Roof**



### **The Manufacturer**

*John and Mary, when it comes to the company that manufactures and installs your product, what would you describe as your top requirements? We can all agree that if the company and the manufacturer are not reliable or credible, the project is destined for failure, isn't that true? There is a ton of talk about warranties in this industry, however, how good is your warranty if the company you hire does not install your roof correctly and goes out of business? I am sure you would agree, the company you trust is the most critical component of a successful project. The biggest mistake you can make is choosing a company that has a bad reputation, that is not financially stable and is on the brink of going out of business. This is why we love Sherwin-Williams, and their metal roofing partners! They surround themselves with top rated and financially stable companies to install their products."*

### **Quality & Performance**

*The next thing we have found that's important is the quality and performance of your roof. They say the bitterness of poor quality lingers long after the cheap price is forgotten. If there is one segment of your home you should never cut corners on, it's your roof. If a window or a section of siding fails, not a huge deal, however what can happen to your house when your roof fails? Everything underneath your roof can be destroyed, isn't that true? In this industry, you truly get what you pay for. John and Mary, how much money would you pay for a new roof that didn't solve your problems? How long would you want those problems solved for? Just initially, or permanently? As silly as this sounds, most roofing solutions are temporary solutions to a permanent problem. Grosso University's metal roofing system is engineered for performance and is a true permanent solution designed to be the last roof you will ever own!*

### **Value & ROI**

*When you invest any money, it's important that you get what you pay for, am I right? With the performance and longevity of our metal roofing system, it's easy to demonstrate how it will be the least expensive roof on the market! John and Mary, if you were convinced that we had the world's finest Roofing System with Grosso University, and on a cash flow basis it was free and paid for itself, what would you do? You would invest in that roof, wouldn't you? **(Shake Customers Hand)** That is exactly what we are going to show you happens with our roof; it will cost you more not to own.*

## Warranty/Protection

*John and Mary, are warranties important to you? What exactly makes a warranty so important when getting work done to your house? I have seen a lot of warranties in the roofing industry, and quite frankly, most of them are “taillight” guarantees that are written to protect the company and not the customer. Let me ask you a question, when your roof gets replaced, would you want just a small portion of the roof covered under the warranty, or all of it? Having your labor included wouldn’t be important to you, would it? (Sarcasm) This may surprise you, most roofing warranties do not include labor, materials, flashing or underlayment’s. Those wouldn’t be important, would they? Having numerous exclusions in the warranty allows contractors to charge you hundreds of dollars any time they service your roof forever after and only cover a small portion of your roof if it fails. Your roof should be designed to protect your home and your warranty should protect your investment. If you could get an honest, upfront, no hassle warranty that included labor and truly protected you against things that are important to you, that would only make sense, wouldn’t it?*

- **Who Can You Trust?**

**STATE OF THE INDUSTRY**  
**WHO CAN YOU TRUST?**

The most common unethical conduct by contractors

- Over/Underpricing
- Bid Cutting
- Poor Documentation – agreements and work orders not detailed to installers
- Lack of safety ethics
- Overstatement of capacity & qualifications to secure work
- Falsification of experience and qualifications

**GROSSO UNIVERSITY**

**CONTRACTORS RANK #1 IN CONSUMER DISSATISFACTION**  
50% of homeowners would not rehire the contractors that they have worked with in the past.

**CONTRACTORS RANK #1 IN COMPLAINTS TO THE BBB**  
10 Million Complaints are Filed Each Year for Contractors Alone!

**CONTRACTORS RANK #1 IN BANKRUPTCIES BY SBA**  
96% of all contractors go bankrupt in 3 years!  
50% in First Year Alone!

**Rep:** *“Let me ask you a question. Have you hired a contractor to remodel your home in the past? Did you have a good experience? (Goal is to get customers to open up about bad experience) I didn’t know this prior to working for Grosso University, but the Home Improvement Industry is the number one industry in all the worst categories! This industry is number one for Consumer Dissatisfaction, Consumer Complaints to the BBB and number one in Bankruptcies? As a matter of fact, the home improvement industry has an over 50% dissatisfaction rating making it worse than rolling the dice when selecting a contractor! In 2020 alone, there were over 10 million registered complaints to the BBB from homeowners basically doubling any other industry! Lastly the SBA also discovered that an alarming, 96% of all remodelers go out of business in just 3 years and over half within one year!*

*Do you both like to travel? If you could go anywhere in the world, where would it be? (Assume they pick Aruba) Let’s say you won a sweepstakes that took to on an all-inclusive trip to Aruba! This includes hotel, airfare, food, beverage and a trip to the spa! Sounds amazing, doesn’t it? Now just before you board the plane, they tell you there is a 96% chance the plane will crash and burn. Are you getting on that plane? Then you don’t want to get on board with a contractor taking the same risk. When you think about it, it is extremely easy to start a home improvement company; however, it*



*is exceedingly difficult to remain in business long term. All you need is a rusty old truck, a ladder, a few tools, and a \$20 sticker to go on the side of your door that says, “Chuck in a Truck Remodeling.” These low-ball roofing contractors have a very sophisticated business model. Undercut all the legitimate companies on price by cutting corners and hopefully get tons of work! This race to the bottom strategy never works and inevitably leads to bankruptcy.”*

- **State of the Industry**



**Rep:** *“In the roofing industry, the list of unethical or immoral business practices are too long to mention. Contractors are commonly bid cutting, providing poor documentation, overpromising and underdelivering. Part of the reason that the home improvement industry is the only totally fragmented major industry left in America. This is because there is not one company that is large enough to influence the entire industry which basically allows any amateur to come into the industry and rip people off. When this happens, homeowners catch on quick and negative word of mouth spreads like wildfire, especially today with social media. Some companies are also so financially unstable, that one unhappy customer can put them out of business. At any price, would you want to trust your home to a contractor who was on the verge of going out of business?”*

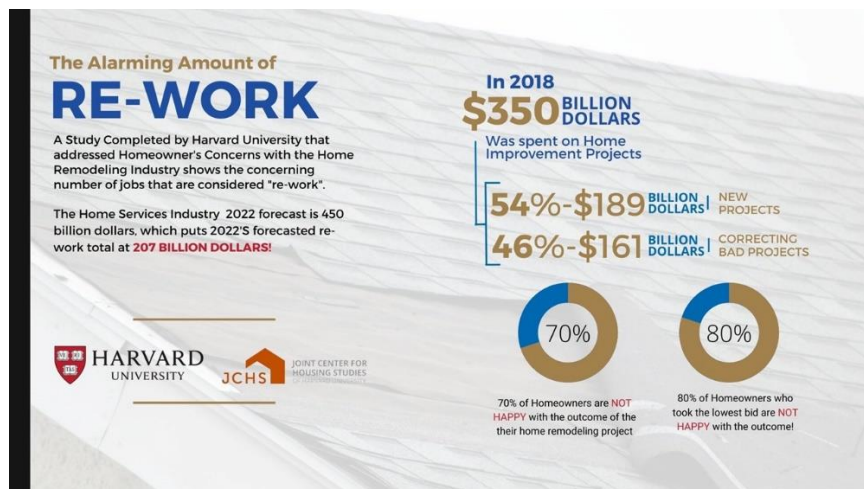


- **Can't Get No Satisfaction**



**Rep:** *“Every year a group known as the CFA or Consumer Federation of America, publishes an annual report displaying the top industries for consumer complaints. The restaurant industry has an advantage because there are more restaurants than Home Improvement companies in this country giving them the highest number of complaints of any industry. There are over 1 million restaurants compared to 498,700 remodelers in the United States. Can you guess which group has been the #2 ranked for complaints in America for the last 10 years? Correct! According to the CFA, remodeling contractors have had more complaints than any other business or group excluding the restaurant industry. Although they are in second place by number, they are much higher by percentage! This leaves many homeowners feeling just like Mick Jagger because they can’t get no satisfaction.”*

- **The Alarming Amount of Re-Work**



**Rep:** *“Remember earlier when we had mentioned that 70% of the roofs are being replaced every 10 years? Much of this involved replacing replacement roofs. This is also defined as Re-Work or doing the same project twice! John and Mary, most people I talk to understand the concept that you get what you pay for, wouldn't you agree? Maybe you can help me understand this, but for some reason it has been taught to homeowners that you should get the cheapest things possible or lowest price possible*

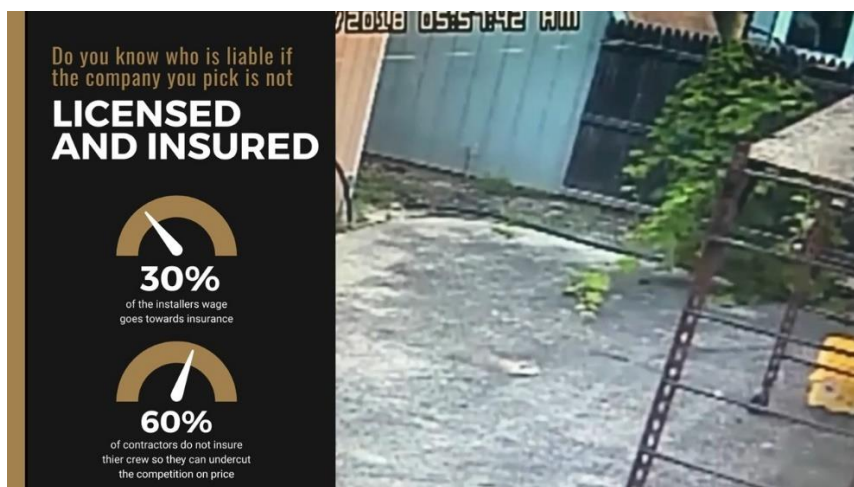
*when remodeling. According to a Joint Housing Study backed by Harvard University, 46% of all the money being spent in this industry is Re-Work! This translated into \$161 Billion being spent each year doing the same project twice! Now when do homeowners decide to replace their roof? When it's kind of bad, or really bad? Doesn't it make you angry that these manufacturers are deliberately designing their products to fail so they can continue to sell it to you over and over again?" (Swipe to next slide)*

- **Reliable Contractor**



**Rep:** *"John and Mary, you understand at this point why the contractor you trust your home to must have the history of satisfied customers with a proven track record, correct? Also, everyone I meet with tells me they want a company that offers quality products and exceptional service, do you feel the same way? The most common thing our customers appreciate about our company is the fact that we are locally owned and operated. Let me ask you a question. What are the reasons you prefer local companies compared to working with a National Franchise? Have you called a national chain recently on the phone to get a question answered? More often than not, who do you talk to when you call these big corporations? Maybe you press 1 for English and 2 for Spanish. Then you wait on hold for several minutes until you get connected with a real person. Now are these typically people that live right here in town, or based in a call center from another country? Why is it that companies outsource their call center to another country? (Rub fingers together signaling money) That's correct John and Mary. Its initially more expensive to build a local call center. Now which one of you called Grosso University to schedule this meeting? When you called, did you talk with a real person right away? Were they easy to talk to and work with? Now what time did you schedule this meeting today? 10am, correct? John and Mary, we treat our customers like family and just as easy as it was to schedule this meeting, that's exactly how we handle the entire process from phone call to install. With our prompt and efficient service, can you appreciate why more homeowners in this area select Grosso University over the other options?"*

- **Licensed and Insured**



- **License**

*"We are fully licensed and bonded to do remodeling in our home state. Let me ask you a question. Why would you want to avoid hiring a contractor who is not licensed? (Let customer respond) Absolutely right! Being a licensed contractor, we will take care of any required permits and complete each project up to code. If you hire a contractor who is not licensed, they can cut corners any way they want to and get away with it. Many contractors choose to avoid being licensed because then they aren't liable for warranty, following the rules and anything that can go wrong on the roofing project. Being a licensed contractor, if we were frequently reported as cutting corners or failing to honor our warranty, we could be banned from doing work all together and be put out of business.*

*Unfortunately, John and Mary, a majority of the roofing industry is not properly licensed and it's usually the homeowner that has to pay the biggest penalty for this. One big red flag that you as a homeowner need to lookout for is when a contractor asks you to pull your own building permit. They will do this because they are not licensed prohibiting them from getting a permit! Knowing these facts about the importance of having a license, would you consider taking the risk of hiring an unlicensed contractor and take all the liability?"*

- **Insurance**

**Rep:** *"John and Mary, when I first got into the business, I was surprised to hear that over 60% of the industry is either under-insured, or not insured at all! Insurance accounts for over 30% of an installers wage and that's why so many crews that try to undercut the competition on price are not covered. What are the risks you take as a homeowner by hiring a contractor with no insurance?" (Let them respond)*

*"Absolutely, if you have any damage to your property, or if an installer were to become injured on your property, you both will be held liable for these issues! Let me ask you a question. If someone were to fall off a ladder and suffer a permanent disability, how much money in medical bills would that be? This is important to consider when hiring a roofer because 40% of all construction injuries and deaths are a result of falling off of rooftops and ladders. This is also why providing insurance for a roofer is more expensive leading to more installers being uninsured."*

*John and Mary, we have actual footage of Larry with a ladder! Do you think putting the ladder on the scaffolding is OSHA approved? As ridiculous as this looks, this is the type of situation we have heard about all too often in our industry. The worst part of it all is that, when someone like this, falls and gets hurt or damages your property, your homeowner's insurance will not cover this! Almost all home insurance policies are not designed to cover third party hired help, which means you would be stuck paying all those medical bills or damages if something went wrong! Do you guys feel it would be worth it to save even 30% off the labor to have a crew of guys working on your home with no insurance? These are the reasons why our company is not striving to be the cheapest, however, doesn't it make you feel more comfortable knowing we make the upfront investment to fully insure our workers?" (Swipe to next slide)*

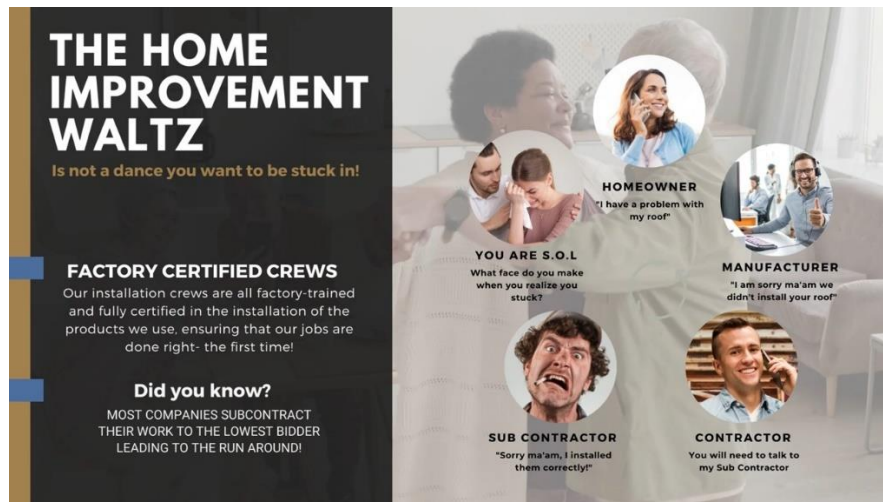
- **Customer Satisfaction is Our Specialty**



**Rep:** *"Let me ask you a question. Are you familiar with the BBB? This organization pretty much invented consumer reviews and created a place where homeowners can do research to choose reputable and ethical companies, especially in service-based industries. Contractors are graded from an F to an A based on how many complaints they received and whether they resolve those complaints. Just like in school, and F is a failure, and an A is an All-Star! Let me ask you a question. At any price, would you ever consider doing business with a contractor who carried an F rating? Why not? You would be surprised to know that there are large companies working in this area that have F ratings with the BBB who take advantage of homeowners every day. The way you get an F rating is by having numerous problems and complaints with your products and service, and instead of resolving those issues you blatantly ignore your customers. There are also many companies that are not involved with the BBB whatsoever, and those were the dropouts that didn't even try. We are proud to say the out of thousands of renovations; we only have 4 complaints that have been filed! This means that over 99.9% of our customers are satisfied which is why the BBB has awarded us an A Rating! Also, every complaint that has been received by the BBB have been resolved! If over 99.9% of our customers are satisfied with our company, isn't it likely you'd also have the same great experience that everyone else did?"*  
(Swipe to next slide)



- **The Home Improvement Waltz**



**Rep:** *"John and Mary, most companies in our industry run their business as a general contractor and then will spread out their work among several low-priced sub-contractors. When this happens, we commonly see what is called the Home Improvement Waltz. Let's say you had a problem with your new roof, so naturally you contact the manufacturer. Because the manufacturer did not install your roof, they will tell you to call the contractor. In this case the main contractor will almost always blame the issue on the cheap sub-contractor who installed the roofing system and I have yet to see any sub-contractor with a workmanship warrantee. Most times the homeowner gets the run-around with nothing getting resolved.*

*We eliminate this run-around game and make it remarkably simple for our customers to get things done. Our company only uses long-term metal roofing specialist. This is important for you to know because many asphalt installers try to install metal, and quickly realize there is an artform to the trade. Metal proves to be much more difficult and requires a different set of skills to install properly. Also, we offer a unique metal roofing system that nobody else offers. In the event of a service, you will always be provided with a direct line of communication to our service team, and we will get you taken care of with no hassle. Just as painless as it was to get our company out here for this appointment, that's how painless your service would be in the future. Now why doesn't every contractor operate this way? Having professionally trained installers and providing superior service is initially more expensive, however putting price aside, is that definitely something you would require for your roof?"*



- **Factory Certified Top Tier Installers**



**Rep:** *"You'll be happy to hear that Grosso University only employs the best of the best! The advantage of being such a well-known company in the industry is that installers from all over want to work for Grosso University. In the last 12 months alone, we have received hundreds of applications for metal roofing installers. This allows us to be very diligent on whom we bring into our company. I am sure you both would prefer that the crews that work on your new roof are not all wanted criminals, true?"*

*It is mandatory that every installer must complete a background check and a drug screening. The fact of the matter is that most companies never consider this because it is already hard enough to find quality installers, much less having to worry about their past. For us, if we do not feel comfortable with these installers in our home, we are sure not going to send them to yours. We also do not allow smoking, drinking, or poor conduct on the jobsite. We learned a long time ago that we can do everything perfect as a company, but if one installer is disrespectful or is unprofessional, it can destroy our reputation. Lastly, we have developed a compensation plan for our crews where they are paid based on your happiness! The better you rate our crews and the happier you are, the more money they make because we want to incentivize quality as much as possible. We save millions of dollars every year simply by incentivizing quality installation, versus paying our crews the same amount regardless and having all the service nightmares. You simply get what you pay for, and I'm sure you would agree this especially pertains to quality crews."*  
(Swipe to next slide)

*After we hire the best installers, we make sure they receive the best training possible. It doesn't matter if they have 20 years of experience and are certified master plumbers, they all go through the same factory training and certification process. We send all of our crews to a metal roofing academy where they are trained and tested to install our unique roofing system according to the manufacturers specifications. There is truly an artform and loads of geometry required to install your metal roof and we will not let an installer step foot on a jobsite until they are fully trained. After they are certified and backed by the manufacturer, Grosso University has an internal apprenticeship program where new installers work with our seasoned veteran crews for several months. After these new installers complete this several month training-program exceeding expectations, they will be ready to install metal roofs independently.*

- **Our Five Promises**



**Rep:** *"I'm sure you would agree, problems with your roof don't always occur during normal business hours. When you call most companies these days for service, how often are you getting stuck talking to a robot or some automated system? They make you jump through all kinds of hoops to get a real person on the phone and if you are lucky, the person is from another country on the other side of the planet. Now if you have a roof that is leaking or having major problems in the middle of the night, how long would you like us to take to come out and fix it? If you are like me, I would say immediately! We take pride in being there for our clients just like a family member. Day or night, 24/7, when you contact our call center, you will talk to a real person that works at our headquarters that will take care of you. If you need emergency service, our dispatch team will contact one of our emergency service technicians to solve any problems you have immediately. The best part is John and Mary, unlike most roofing companies, we do not charge you a penny for this service. We can do this because this is a rare occurrence, and we know your roof will be installed correctly from day one! Would you have it any other way?"*

- **5 Promises**

*When you trust your home to us, you will be given our 5 sincere promises.*

1. *We will always deliver in a timely manner. Typically, from the time you hire us, to the time your dream Metal Roof is installed is 6-8 weeks or less with most jobs being completed in one day.*
2. *We only use the finest materials and installers available. Unlike most contractors who only warranty the product, we stand behind our materials and labor for life giving you total piece of mind!*
3. *We will give you this piece of mind because our primary focus has always been to get the project installed right the first time.*
4. *During the install, we always promise to maintain a safe and clean work site using the finest, best trained installers in the industry.*
5. *After the installation, we will always provide you with stress free, prompt, and efficient service. This is a long relationship we forge with our clients, and we will be there for better or for worse.*

After you deliver a masterful Company Story, it is vital to get a strong commitment on your company. If you did your job correctly, the prospects should not feel the need to conduct more research on your company. Once I get the major commitment from them, that objection is eliminated for good.

**Rep:** *“John and Mary, are there any other questions you have about us at this point? Can you now appreciate why thousands of families have chosen our company for their roofing project? If I can show you a roof you absolutely fall in love with, and exceed your expectations on affordability, would we have earned the right to ask for your business?”* (Shake their hand)

Get them to sell your company back to you! Once the prospects have committed to your company, you want to layer that commitment by getting them to sell your company back to you. This is as simple as asking them why they would trust your company to their home. When the customers give you the answers as to why they would hire you, write them down and make sure they can see the notes. This is all providing you with an incredibly strong commitment and making those commitments part of the prospects belief system. Now they cannot tell you later in the process that they need to research your company. That door is closed!

# **Chapter 10**

## **Step 6: Product Presentation**

### **◇ Masterful Metal Roofing Presentation**

The best close in the world is a Masterful Presentation! After a masterful presentation, the customers should only be saying 3 things. “I want it, I need it, I must have it!” One question I will ask sales teams is “What is the opposite of love?” The most common answers I get from salespeople are either hate or resentment. The true opposite of love is indifference. Think of love as one of the most powerful emotions in the world, whereas indifference is the complete absence of emotion whatsoever. Have you ever had a customer tell you “No matter what you do, we aren’t buying anything tonight! Even if it was free, we wouldn’t buy right now!” We need to understand why we are getting this objection. It’s often because the customer is not truly sold on what you are selling, they are indifferent and don’t have any feelings towards you or your product one way or the other. If the customers simply do not want what you are selling, then any price wouldn’t matter, and closing is almost impossible. However, if the customers truly want and desire to own what you are selling, then closing becomes easy.

Have you ever wanted to purchase something so bad that nothing was going to stop you? When it comes to the presentation, you need to make yourself and your product walk on water! Make it the greatest thing since individually wrapped cheese slices!

After your masterful presentation, the close should become the natural conclusion and affordability should be the only obstacle standing in the way. We think of In-Home selling like the game of golf. The intro, survey and measure are your drive off the tee and give you a good position on the fairway in the right direction. The company story, evolution and product presentation are getting you to the green within striking distance. When our process is properly executed and you begin closing the sale, all you need to do is lightly tap it in and the customers are ready to move forward. You shouldn’t be hacking it out of the woods or the sand trap when you deliver price. When you shortcut the presentation, you will most likely need to use higher pressure tactics and close for much longer.

Just like a mathematical equation, Grosso University follows a strict formula for delivering a masterful presentation. If you add up all the elements of the formula, it will lead to a sale more often than not. This formula can be used throughout the entire appointment, however in the heart of the product presentation is when it’s most critical.

## ◇ The Formula for a Masterful Presentation

**Differentiation + WIIFM (What's in it for me?) + Price Condition + Trial Close  
+  
Exclusive = SALE!!!!**

**Differentiation:** Often in this business, salespeople allow the price of their roof to become an obstacle to the sale. The truth is that price only becomes the determining factor when you have failed to differentiate. If they can get the same product, service, warranty from another company for less money, why would they buy from you? Differentiation is not solely pertaining to your product, it's everything you do when you are in the prospect's home. The way you're dressed, the way you look them in the eye, the quality of your presentation and demonstrating empathy are all examples of setting yourself apart. We as salespeople need to demonstrate how our company, our service and our products, warranty package and customer experience are all different from what everyone else has. How is your company culture, service team, install team or value proposition unique? To get more money for your product or service, there must be multiple areas where you can differentiate to set yourself apart from everyone else. Every area of differentiation will allow you to justify asking for more money to do business with you and create stronger interest in what you are there to sell.

**WIIFM (What's in it for me?):** This is the question your prospect is asking themselves as you attempt to sell them on a particular feature or benefit. "I see that your roof is unique or different, but what's in it for me and why do I care?" Remember your customer is not buying what your company and metal roof is, they are buying What it Does for Them! If the value or benefits of your metal roof don't exceed the price, then you will not sell. If the value of the roof is equal to the price, you can sell it, however it will be difficult. If the value and benefits of your roofing solution far exceeds the price, selling is easy! Prospects need to imagine how their lifestyle or personal enjoyment will be enhanced once they own your exclusive metal roof. If your product or service provides enough benefits to their life, they will be more inclined to spend money to get those benefits. We are problem solvers, so focus on what specific problems your product or service will solve and make it about the customer the whole time.

**Price Conditioning:** It's not the thief in the home improvement industry that should bother you, it's the honest idiot! Bubba with the rusty old pickup truck that is selling roofing jobs for cost and living paycheck to paycheck. Bubba is the contractor who has good intentions, however, is using the customer's initial deposit to buy tools and can't afford to get the job done properly. 96% of amateur roofing contractors go out of business in the first 3-5 years because they don't have the right margins to make a living. These low-ball contractors make it very difficult for professional companies like yours to get the proper margins and make the right amount of money. In some cases, you might be asking 4 times more money than the competition, especially compared to entry level asphalt. That's why price conditioning your prospect is essential. Price conditioning needs to be done as early and often as possible, like you're trying to kill a flea with a sledgehammer. Price conditioning doesn't just pertain to your metal roof, it also pertains to how you run your business. Being properly licensed, insured, factory trained installers, certified crews with quality materials all play a role in the total investment. After you explain the unique features or benefits of your roof, educate the prospects that "initially to get that benefit is a little more expensive." When the benefits



of your product or service are great enough, your prospects will easily commit to spending more money for that benefit.

### **Price Conditioning Word Tracks**

- *“Cheap things are rarely good and good things are seldom cheap”*
- *“Putting price aside, is this the roofing solution you want for your home?”*
- *“Up to 30% of an installers wage is going directly towards insurance. This means we could save you 30% off the installation if you were willing to be personally liable for anything that could go wrong on the project”*
- *“Being a licensed contractor and pulling permits is more expensive because this means we must follow the rules and stand behind our roofing system. An unlicensed contractor doesn’t follow the rules, they cut corners to undercut legitimate companies and are not required to stand behind their work.”*
- *“Clearly, installing our fully woven synthetic underlayment with capped nails is a little more expensive initially then just stapling the cheap felt paper on your roof!”*
- *“We could save you a lot of money if we hired day labor off the street and paid them \$3 per hour, however we know the roof is only as good as the installation. That’s why we make the investment for certified metal roofing specialist that will get it done right the first time!”*
- *“Most contractors understand that there are 3 main areas of focus we can have as a business. We can offer high quality products, we can have exceptional service, or be the lowest price. It’s impossible for a business to offer all three at the same time. Out of those three, which would you be willing to sacrifice?”*
- *“The bitterness of poor quality lingers long after the cheap price is forgotten”*
- *“If you’re looking for the cheapest roofing solution, you are talking with the wrong company. If you’re looking for permanent roofing solution for the best value, that’s what we’re all about”*
- *“John and Mary, many companies can beat us on price, however nobody can beat us on cost”*
- *“We would rather explain the initial investment to you once to save you from a lifetime of disappointment.”*
- *“The only customers who can afford cheap roofs are the wealthy ones, because they’re the only customers who can afford to replace their roof over and over”*

**Trial Close:** Once you have explained how your company or roofing solution is unique, what problems you will solve for the prospects, and effectively price conditioned the feature or benefit, you need to get a commitment from the customers that they would never except a company or product without that benefit. Also, the prospects need to commit that they would be willing to spend more money “initially” to get that unique product or service, and even if it could lower the price, they wouldn’t sacrifice that level of quality. Trail closes are closed ended questions that allow the customers to give minor commitments throughout the appointment, gaining a YES momentum, leading up to the major close at the end. The more Trial Closes I can get from the customers, the more doors I close, and the easier closing will be. Remember that selling is not telling, so we must be deliberate about the trial closes we are asking so we can have the prospects verbally commit to you and your unique feature or your roof. This is a major element to influencing your prospects belief system! The following are a few examples:

## Example Trial Closes

- *“Now that you are a roofing expert, at any price, would cheap roofing be a good investment?”*
- *“Even if you could save 30% off labor, would you ever tolerate a contractor climbing on your roof without insurance?”*
- *“Whether it be with us or any of our fine competition, getting your roof replaced is definitely something you need sooner than later, wouldn’t you agree?”*
- *“If we can show you a roof you love and make it affordable, would Grosso University have earned the right to ask for your business?”*
- *“Knowing that a Fluoropoly® coated roof will keep your roof looking beautiful for decades to come, would you ever accept a roof without that technology?”*
- *“Since working with an unlicensed contractor makes you liable for anything that could go wrong, even if you could save a few dollars, would you ever tolerate a contractor who wasn’t licensed? I bet you’re a bit like me and demand that the roofing project is trusted to true licensed professionals, isn’t that true?”*

**Exclusive:** As part of this metal roofing program, you will be selling an exclusive product that has exclusive benefits that nobody else has. This gives you an incredible amount of leverage in the sales encounter to set yourself apart from the competition. By nature, consumers are always looking for products that are exclusive in nature and are willing to pay more money to own those products. If you remember the Grey Goose Story, the exclusive nature of the vodka was enough for Sidney Frank to charge double the price of absolute. If the prospects feel they can get the same roof, same service, and installation from another company for less money, why would they pay more money to work with you? However, if you can demonstrate that your company and roof are different, that your system is the only true solution to their problems and then explain that feature or benefit they can’t live without are “Exclusive” to you, closing becomes easy. One popular line you can use leading into your presentation is *“I apologize in advance John and Mary; you are going to hear me say the word Exclusive a lot! Our company is offering roofing solutions and services unlike anything you have ever seen in the home improvement industry that nobody else can offer!”* Think of the whole presentation as “Getting it to the Green” like it’s a round of golf. If I can get it to the green with a detailed survey, a very strong inspection and then end with a Masterful Presentation, when I get to closing, all I need to do is Tap It In! The close will always feel like the natural conclusion when you put strong emphasis on exclusivity and get your prospects to fully commit to those exclusives.

- **Take your Product for a Test Drive!**

Let's say you are at a car dealership, and you want to buy an expensive car. You talk to the salesperson, and they keep going on and on about how comfortable the car is, all the technology it has and how sporty is it, however he doesn't allow you to see the car in person or take it for a test drive. How many cars would he sell? Why then do salespeople in the home improvement world try to sell customers products and services without letting them take it for a test drive? We as salespeople need to let the customers touch, feel, and operate your product as much as possible, especially in the presentation. The more they play with your roofing samples and get physically involved with your presentation, the more they will take ownership of the product you are trying to sell. When I was selling metal roofing, I would use quality visualizers that allow the customer to see what the new roof will look like installed on their house. I would also take the customers outside with their favorite roofing profile and show them how the new roof will look on their house. The more you can make the process interactive with physical samples and visual aids, the more you will solidify the positive movie in their mind and get them emotionally involved in the decision!

## ◇ Part 1: What is a Sherwin-Williams Coil Coating?

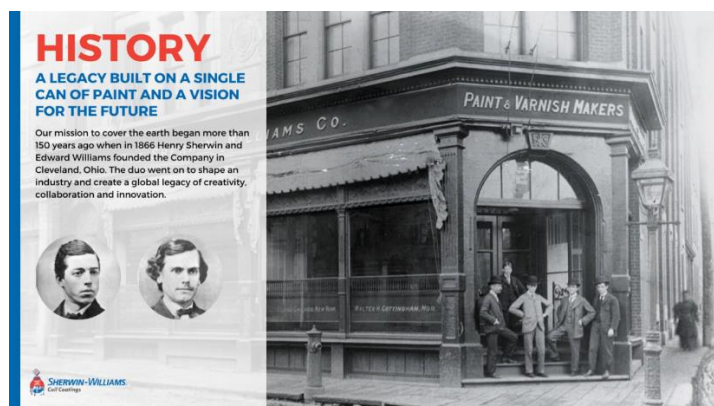
This chapter will be taking a comprehensive look into the science behind metal roof coatings and what makes a Sherwin-Williams Coil Coated roof superior in performance. The content in this chapter can be used for the product presentation to add additional value to your metal roofing products offered by our participating manufacturers. There are very few roofing contractors that take the time to educate the prospects on the coatings available in metal roofing and wouldn't know much about coatings if you asked them. This is why the opportunity for an expertly trained sales professional is substantial in metal roofing. By becoming an expert in this area, you will have all the information you need to effectively differentiate, build value and get your prospects to fall in love with your metal roofing system.

- About Our Coating Partner



**Rep:** *"John and Mary, let me ask you a question. What do you know about Sherwin-Williams Coil Coatings or their influence on the metal roofing industry? (Customers usually say not much) Most people recognize the brand, however, do not fully understand their incredible history and how much they color the world around you. I'm sure you would agree that it doesn't matter how good the installers are if the product itself is made poorly, isn't that true? One of the commonly overlooked layers of the metal roof today is the coating protecting it. To get the best coating and protection, it requires the finest coating manufacturer. This is why we work with Sherwin-Williams Coil Coatings and their manufacturing partners. If you are like most of our customers, you appreciate products that are made right here in the USA, am I right? That's why we are so proud to be the dealer of this amazing roofing system. The manufacturers of the coatings and the metal roof panels are all located in the USA! American based companies' produce better quality, employ American workers and provide superior service to their customers!"*

- **History**



**Rep:** *“The Sherwin-Williams story spans over 150-years and began with a single gallon of paint. In 1866, Henry Sherwin and Edward Williams founded a small paint and varnish shop in Cleveland, Ohio with a few specific ideas. They set out to shape an entire industry through creativity, collaboration, and innovation!”*

- **A Global Leader**



**Rep:** *“This vision beginning with one gallon of paint and relentless commitment to quality led to Sherwin-Williams becoming the #1 coating manufacture globally! The Sherwin-Williams Company delivers the best in paint and coatings products to the world. They have one of the industry’s most recognized portfolios of branded and private-label products. That includes high-performance metal roof coatings. Sherwin Williams now has over 5,500 retail locations nationwide and is the worlds most trusted interior and exterior coating manufacture! This is why their logo proudly demonstrates that Sherwin-Williams is covering the earth and that’s not overstated!”*



- **Setting the Standard in Sustainability**



**Rep:** *“Correct me if I’m wrong, most people typically don’t associate the environment or sustainability when it comes to roofing or coatings, wouldn’t you agree? Although Sherwin-Williams Coil Coatings offers unlimited color options, they are proud to say their favorite is Green! John and Mary, let me ask you a question. Has anyone ever explained how damaging the roofing industry is on the environment? As it turns out, the roofing industry is responsible for a significant amount of the pollution and overcrowding of our landfills! As one of the leading manufacturers of coating products in the world, Sherwin-Williams is setting an environmentally focused example for the entire industry – a responsibility they take seriously. Incorporating best practices and materials into their coatings has been a part of their culture of innovation for more than 150-years. Today, their focus is on creating high-quality products and manufacturing techniques in an environmentally friendly way. Some ways they achieve this is by keeping unnecessary waste out of landfills, preserving natural resources and decreasing energy consumption by using solar reflective pigments within your metal roofing coating. The following is a short video that will explain the relentless dedication Sherwin-Williams has to creating a sustainable future!”*

- **Sustainable Future Video**

**Note:** Play the video on sustainability. Talk the prospects through the video to keep it conversational. Pay close attention to their facial expressions when watching these videos to detect potential hot-buttons or key elements that stand out to them.

- **Redefining Resilience**



**Rep:** *“John and Mary, if you’re like most of our customers, they tell me seeing is believing, you feel the same way? Sherwin-Williams Coil Coatings feels the same way, which is why over the last several decades, they have tested over 500,000 panels on this over 6-acre property under the intense Florida sun. In fact, to make it more impactful, they placed each panel at 45 degrees facing south to maximize the amount of sun exposure every day. This test facility is the most accredited natural exposure facility in the coating industry and provides all the real-world data they need! How can any manufacture truly know how long their products will last unless they are proven in a real situation? Wouldn’t you agree that much of what manufacturers claim about their products is often based in theory? Unlike every other coating manufacture who can guess or make predictions as to how their products will weather over time, Sherwin-Williams Coil Coatings knows exactly how their coatings will perform 10, 20, 30 and even 50 years from now. John and Mary, if you didn’t just hope, but knew for a fact that your new roof would look beautiful and last a lifetime, would that make you feel more secure with your investment? Can you see that if a manufacturer fails to generate this extensive data, how your new roof is not an investment at all and is more of a gamble?”*

- **Unmatched Protection**

**UNMATCHED PROTECTION**

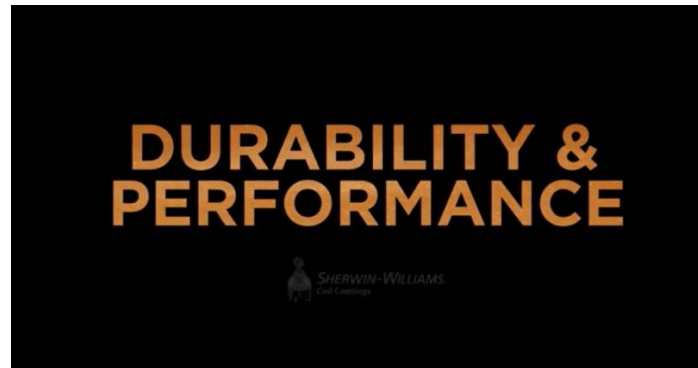
The most important reason that the coating on a metal roof matters is because the coating will have a significant impact on the long-term durability of the metal roof. Sherwin-Williams Coil Coatings are field- and time-proven coatings that meet or EXCEED the most rigorous ASTM performance standards.

- Color Change (ASTM D 2244)
- Chalk Resistance (ASTM D 4214)
- Specular Gloss at 60° (ASTM D 523)
- Dew Cycle Weatherometer Test (ASTM D 3361)
- Humidity Resistance (ASTM D 2247)
- Salt Spray Resistance (ASTM B 117)
- T-Bend (ASTM D 4345)
- Impact Resistance Test/Reverse Impact (ASTM D 2794)
- Abrasion Resistance Test, Falling Sand (ASTM D 968)
- Pencil Hardness (ASTM D 3363)
- Cross Hatch Adhesion (ASTM D 3359)

ASTM INTERNATIONAL  
SHERWIN-WILLIAMS  
Coil Coatings

**Rep:** *“John and Mary, are you familiar with the ASTM, also known as the American Society for Testing and Materials? This is the number one quality and performance assurance organization in the industry. Some like to refer to them as the quality control watchdogs ensuring consistency in the products manufacturers produce. They are the ones that put all roofing products to the test to provide real-third-party and unbiased results. As impressive as the numerous decades of testing is from Sherwin-Williams Coil Coatings, most of our customers appreciate the ASTM ratings even more. The premium WeatherXL® and Fluoropon® meets or exceeds ASTM testing for quality and durability. Think of these ASTM test results as your additional insurance policy that the quality and performance of your roof coating has been tested and verified through the most rigorous experiments you can think of! Now that you are a coating expert, you can appreciate why Sherwin-Williams Coil Coatings is the most desired coating manufacturer in the world, isn’t that true? Would you ever settle for anything less to keep your investment protected? Here’s a short video that explains how Sherwin-Williams is committed to manufacturing the most durable and high performing coatings available!”*

- **Durability & Performance Video**



**Note:** Play the video on durability & performance. Talk the prospects through the video to keep it conversational. Pay close attention to their facial expressions when watching these videos to detect potential hot-buttons or key elements that stand out to them.

- **Paint vs Coatings**



**Rep:** *“Many of my customers ask me what the big difference is between paint and coatings, do you feel the same way? What’s all the fuss about coatings? Isn’t it just like paint? We feel it’s important to address this topic because there is a profound difference between the two. Think of coatings as an entire system that provides increased durability, provides weather resistance, and protects your metal roof for the long term. Paint on the other hand is more for aesthetics and can be applied to a variety of surfaces. While there are some protective qualities of paint, that is not what it’s intended for. This is why paint is not used in the metal roofing industry, and if it was, it would fail very rapidly. Coatings are formulated specifically to protect the metal substrate and provide a shield protecting your investment from the elements. Initially, these advanced coating systems are more expensive than paint, however the beauty, longevity and performance of these coil coatings make them an incredible investment! John and Mary, can you now appreciate the difference between a coating system and paint? Would you trust the performance of your roof to any regular coating, or can you appreciate why quality coatings are essential to the performance and beauty of your roof?”*

- **What is a Coating?**



**Rep:** *“The first layer that is by far the most visible is the coating on the roof. What exactly is a coating and why do we care? Think of it this way. Your roof protects your house, and the Sherwin-Williams Coil Coating protects the metal substrate of your new metal roof. If the coating no longer protects the metal, what is going to happen to the roof protecting your home? That’s right! It will no longer be able to keep your home safe from the elements. Although there are numerous proprietary formulations at Sherwin-Williams Coil Coatings, coatings in general can be broken down into a few basic ingredients. The ingredients are pigments, resin, solvents and additives. It’s important to understand the ingredients of a coating and what role they play in the overall system. Pigments supply the color and opacity to hide the substrate and achieve nice even color across the entire surface. They also can reflect the sun’s rays or solar energy. Resins are the “glue” or “binder” that hold the coating together and impart most of the performance properties of the coating. And solvents are the “thinner” that make the pigment and resin easier to apply and provide application properties that result in a nice smooth surface. Additives are added to the formulation in very small quantities to provide special characteristics such as texture, abrasion resistance, flexibility and more.*

*Every one of these ingredients has infinite combinations, quality grades and performance, which is why Sherwin-Williams has that magnificent R & D team doing thousands of experiments to determine the ultimate formulation of each layer to maximize performance! I’m sure you never thought this much about coatings before, but it’s hard to learn about Sherwin-Williams Coil Coatings and not be fascinated by this technology, do you feel the same way?”*



- **What are the Benefits of Coatings**



**Rep:** *“John and Mary, we know that there are numerous benefits of the right coatings, however if we were to define the job of these coatings on your roof, it would be the following. First is that quality coatings are engineered to provide you with unmatched protection. The right coatings are designed to have fade resistance, impact resistance, flexibility, and strong bonds to the metal. Second, Sherwin-Williams Coil Coatings are designed to provide unmatched beauty. Now there are many coatings that can make your roof look good initially, however how long would you want your roof looking good? Just the first year, or for the life of your metal roof? As we will explain in a moment, Sherwin-Williams Coil Coatings doesn’t have to guess if their coatings will maintain their beauty, they know they will look beautiful for decades to come with real world testing! Lastly, a Sherwin-Williams Coil Coatings is always formulated for energy efficiency! Having a coating that gives you the best of these three is what gives our customers the peace of mind that this is an investment that can save them money, increase the value of their house and stand the test of time, can you appreciate that?”*

- **Coating Process**

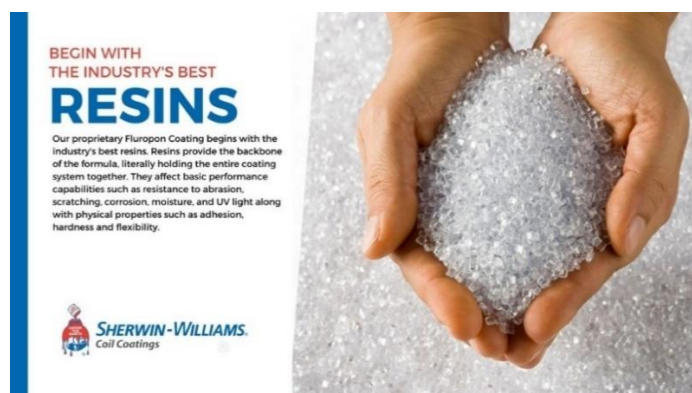


**Rep:** *“The process to apply these legendary coatings to the new metal roof substrate is very extensive. The metal coil is pre-coated prior to being formed into the metal roof panel. This is yet another reason why flexibility is key in a coil coating to prevent damage to the coating when the panel is being formed. The coating process is very fast, tightly controlled and the coil is coated on both sides at a rate up to 700 feet per minute! That’s the length of over two football fields each minute! Sounds pretty efficient, doesn’t it? As the different layers of the coating are applied, the coil also*



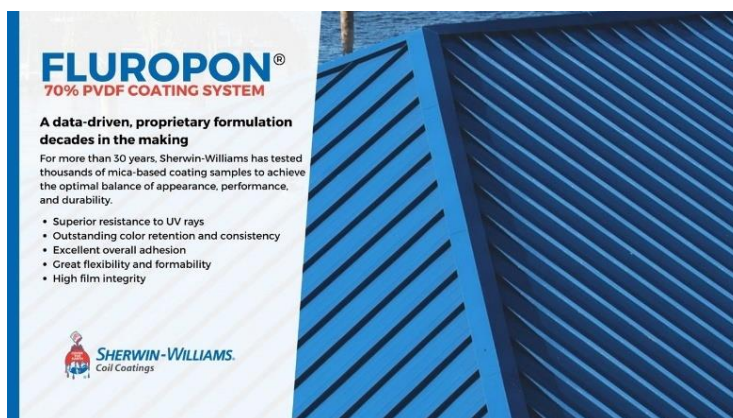
*passes through multiple curing ovens for a superior bond. This ensures your factory finish is consistent while ensuring durability and quality for decades to come!"*

- **Begin with the Industry's Best Resins**



**Rep:** *"One of the main ingredients in the coating is the resin system and has enormous effects on the performance of the coating. There are two main resin systems for the metal roofing industry, 70% fluoropolymer (PVDF) and siliconized-modified polyester (SMP) resins. Sherwin-Williams top brands are Fluoropon® a 70% PVDF and WeatherXL® an SMP resin system both top-rated in their markets. Both resin systems have their place in the market, but the main function of the resin system is to provide durability, corrosion resistance, UV protection against chalking and fading and flexibility to name a few. Truly remarkable technology, isn't it John and Mary? Due to the R&D and innovation Sherwin-Williams Coil Coatings has on this technology, they will be continuing to lead the industry with best-in-class products for years to come!"*

- **Fluoropon®**



**Rep:** *"One of Sherwin-Williams best coating innovations is their flagship Fluoropon® 70% PVDF coating! This coating innovation is what happens when you combine the best resin and pigments together. Fluoropon® has been put through decades of testing for proven performance and fade resistance! John and Mary, most of my customers tell me one of their top concerns with a metal roof is how quickly the color will fade, do you agree that's also a concern? How long would you like your new roof to look beautiful? As long as possible, correct? With Fluoropon®, you get superior color retention, flexibility, adhesion, UV protection, and maximum fade resistance! This is*

*not something that is claimed, it has been proven thousands of times at their research facility in Florida and on structures around the world!"*

- **WeatherXL®**



**Rep:** *"The other cutting-edge coating solution is Sherwin-William's SMP product known as WeatherXL®! This coating is known as a siliconized modified polyester and is used widely in the metal roofing industry! Like Fluropon®, WeatherXL® has been put through decades of testing for proven performance and fade resistance! Also, like Fluropon®, you get great color retention, flexibility, adhesion, solar reflectivity, and strong fade protection! Customers also love the wide variety of colors available in this SMP category making it a popular alternative to Fluropon®. The performance of this coating has it has also been studied thousands of times at their research facility in Florida and is trusted on structures around the world! You can feel peace of mind, whether you choose Fluropon or WeatherXL to protect your metal roof, you invested in one of the best performing and time-tested coatings available."*

- **Perfected Powerful Pigments**



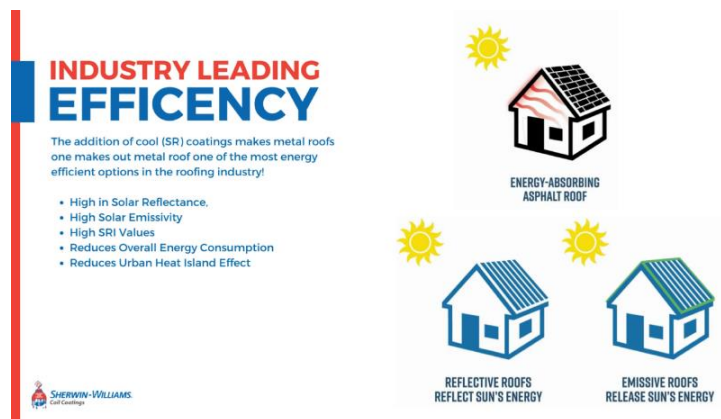
**Rep:** *"After the perfect blend of resin is established, one of the most important and commonly overlooked technologies of coatings is the Pigment. How much time do you spend thinking about pigments John and Mary? Not at the top of your mind every day? This is what Sherwin-Williams Coil Coatings, and their R&D experts spend a great deal of time thinking about because the pigment is what colors the world! The pigment not only what determines the color of your roof, but it also determines how long that roof will remain looking beautiful. The pigments used on your roof are formulated to*

*provide rich and vibrant colors, block out the sun's damaging UV rays and saving money on your energy bills!"*

**Note:** Play the video on color. Talk the prospects through the video to keep it conversational. Pay close attention to their facial expressions when watching these videos to detect potential hot-buttons or key elements that stand out to them.



- **Industry Leading Energy Efficiency**

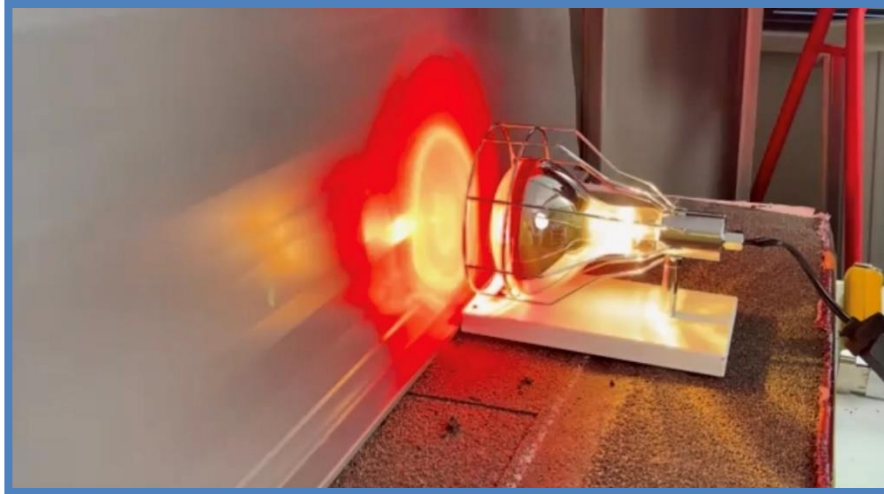


**Rep:** *"Allow me to explain how this can save you money. When the sun is shining on your roof it can get up to 170 degrees making it very difficult to keep your house cool in the summer. Your advanced metal roofing system coated with solar reflective pigments provides industry leading efficiency! These SR (Solar Reflective) Pigments can lower your roof temperature by up to 30%! This would typically keep the temperature of your roof within 10 degrees of the ambient temperature outside. Imagine how much less your Air Conditioning would need to work if your attic and roof temperature were 40-50 degrees cooler? You can begin to see how this roof can save you money and pay for itself over time?"*



## ◇ Sherwin-Williams Coil Coating Heat Lamp Demo

**Note:** In your kit, you should have metal roofing panels. The big thing you are demonstrating is what happens to a Sherwin-Williams Coil Coated metal roof compared to your existing roof when it's exposed to the sun. This heat lamp presentation shows the prospects how they could realize a 20% to 30% savings in their cooling bills. All you need to do for this demonstration is place a metal roofing panel in front of the 250-watt heat lamp for 90 seconds.



After 90 seconds, pull the heat lamp away, take a temperature gun and measure how much cooler the panel is after 90 seconds of exposure. Often it will be 100 degrees cooler than an asphalt or rubber roof, with absolutely no damage or loss of integrity.

**Rep:** *"John and Mary, after seeing this demonstration, can you appreciate now why the technology behind the coatings is so important? With the 100-degree difference in surface temperature, can you also see how this roof can save you money? This is why we are honored to be a trusted dealer of this product because we know it will solve your problems and pay for itself over time, wouldn't you agree? Putting price aside, is this the level of protection you would want on your home?"*

## ◇ Part 2: The Superior Performance of Metal Roofing

**Note:** In part 2 of the product presentation, we are putting the spotlight on the superior performance of metal roofing. In part 1, we learned about the technology of the Sherwin-Williams Coil Coatings, and now we are picking up from that point to share the clear advantages of the metal system you offer. Depending on your territory, region, or climate, you may offer aluminum, HDG or Hot Dipped Galvanized or galvalume coated metal, however the benefits that are discussed in this portion will be universal among all metal roof panels. When discussing the benefits of metal, be sure to have physical samples of your panels that the prospects can touch and see. Personally, I always liked having smaller samples of the various metal roofing profiles in my kit or soft pack, however I also carried larger samples in my vehicle for a better visual. Once you narrow down the prospect's selection of roofing style, you can take the larger samples of those panels and place them on their existing roof. This real-life example as to how their roof will look when the new metal roof is installed will aid in the prospects taking ownership of that product. The combination of using a visualizer

such as Renoworks or one of the options offered from the participating manufacturers and also seeing the roofing panels on their house in person is the ultimate way for the prospects to take your product for a test drive!

- **Industry Leading Longevity**



**Rep:** *“After learning about the technology behind the premium Sherwin-Williams coatings, can you see why your new metal roof will last significantly longer than other roofing solutions? John and Mary, metal roofs, with professional installation, commonly have lifespans over 50 years with proper maintenance. I had mentioned earlier that many roofing contractors can beat us on price, however nobody can beat us on cost and this slide demonstrates why. With other roofing solutions being replaced every 10 – 15 years, you would spend an absolute fortune getting those roofs installed over the next 30 – 45 years. We all know the prices of petroleum products are increasing rapidly. Just imagine what prices will be in 30 – 45 years? It won’t be out the question to spend 4x the amount of money for an entry-level roof in that timeframe then you would today, which is why the combination of legendary coil coatings and metal is the best investment you can make! You can begin to see why going cheap is very expensive, can’t you?”*

- **Superior Sustainability**



**Rep:** *“John and Mary, remember earlier when we mentioned that 10% of all construction waste is roofing materials? Remember when we also mentioned that 14,000 roofs are replaced every day in this country and each one of those roofs*



*represents 3.8 tons of debris in landfills? Of all the amazing advantages to metal, one that really stands out is metal's superior sustainability! Metal roofs are considered the most environmentally friendly and sustainable roofing solution available for several reasons. The fact that quality metal roofs can last 4 to 5 times longer than cheaper alternatives preserving our natural resources and keeping all that debris out of the landfills. In addition, if and when the metal roof needs to be replaced over 50 years from now, metal is 100% recyclable! Instead of having toxic roofing materials breaking down in landfills, the metal panels can be melted down and reformed into a new roof! In fact, many of the metal roofs manufactured today are made from a minimum of 25% recycled materials. Lastly, with the reflective properties of the Sherwin-Williams Coil Coating, your home will be more energy efficient. This cuts down on your energy bills, carbon footprint and also helps preserve our natural resources! Like most of our customers, I'm sure you would appreciate lower energy bills, isn't that true? Along with the green you'll save for your own pocketbook, you can understand how metal roofing is the greenest roofing solution, wouldn't you agree?"*

- **Industry Leading Protection**

**INDUSTRY LEADING PROTECTION**

Field- and time-proven, coated metal roofs meet or EXCEED the most rigorous ASTM performance standards.

- Color Change (ASTM D 2244)
- Chalk Resistance (ASTM D 4214)
- Specular Gloss at 60° (ASTM D 523)
- Dew Cycle Weatherometer Test (ASTM D 3361)
- Humidity Resistance (ASTM D 2247)
- Salt Spray Resistance (ASTM B 117)
- T-Bend (ASTM D 4145)
- Impact Resistance Test/Reverse Impact (ASTM D 2794)
- Abrasion Resistance Test, Falling Sand (ASTM D 968)
- Pencil Hardness (ASTM D 3363)
- Cross Hatch Adhesion (ASTM D 3359)

ASTM AIA/MA

**Rep:** *“John and Mary are you familiar how most homes start on fire? Roofing companies fail to mention this, but most of the products installed on American homes today are combustible. Have you ever witnessed how fast roofs can start on fire? When they do start on fire, they burn very hot, very fast and the flame is extremely destructive. Most house fires, because of this, begin from sparks or embers landing on the roof from another home that is on fire. Once the embers hit the shingles, it can ignite causing the whole house to burn to the ground! Metal roofing is 100% fireproof! This means you can take a torch to the metal panel, and it will not start on fire. This means your metal roof will always be certified with a Class-A fire rating due to its ability to prevent the spread of the flame. There have been numerous wildfires, especially out west, where entire towns have burned down. The houses that survive these large fires are frequently the ones with metal roofs installed!”*

*Imagine the peace of mind this will give you that your home is protected for the long run! Along with being fireproof, metal will also perform much better in severe weather. Have you ever had a bad hailstorm since you've lived in this home? It may be just me, but the weather seems to be getting more extreme in recent times. Do you feel the same way? When your existing roof, for example, gets hit with a large ice ball, it crushes the protective granules, leaves a crater and results in asphalt exposure. The biggest thing that insurance companies look for when they are determining whether or*

*not to replace the roof is the amount of asphalt exposure that exists on the roof. When your granules are crushed and the asphalt has nothing protecting it, your shingle will dry out, crack, and inevitably leak. With the quality of shingles decreasing and the extreme weather increasing, there has been a 60% increase in the last few years for insurance claims related to hail damage.*

*With metal roofing, this is not a cause for concern. In the event of a hailstorm, metal roofing provides superior protection! This is why many insurance companies will give homeowners a discount on their home insurance if they invest in a metal roof! John and Mary, with the coating technology on our metal roof, the clear benefits in sustainability, and the superior protection this roof provides to your home, can you appreciate why everyone who has seen this metal roof falls in love with it? Can you imagine how amazing it would be to have all those benefits protecting your most important investment and your family every day?"*

- **Longevity & Durability**



**Rep:** *"With your new metal roof and Sherwin-Williams Coil Coating, we would rather explain the initial investment to you once, so you don't have a lifetime of disappointment, can you appreciate that? We don't want you to get your next roof, we want this to be your last roof, and you deserve it, don't you? With the superior longevity of metal, you may invest slightly more initially, however with up to 4 times the useful life, our roofing system will be the least expensive long term! In many cases, it will begin to save you money and pay for itself within 10 to 20 years. Your home is one of your greatest investments and we believe our metal roof is one of the greatest investments for your home, am I right? Although every situation can vary, when you combine the instant resale value explained by Cost vs Value, and the energy savings alone, your new metal roof can pay for itself and put over \$5k in your pocket in just 30 years! This doesn't even factor in the money you could spend replacing your roof more than once. As a long-term investment, your metal roof will be the least expensive solution for your home, can you appreciate that?"*

**Note:** The remainder of this chapter book will be tailored for each participating manufacturer with details on how to sell their specific products or panels. Depending on which manufacturer you choose to work with, the remaining content in this chapter will vary. Once you select the participating manufacture of choice, the remaining content will be taking you on a deep dive into how to sell their specific metal roofing

system as a whole. The presentation will be divided into several parts that are designed to build value in the underlayment, the flashing, the metal panels themselves and tying back to the advanced Sherwin-Williams Coil Coating on the panel. Each layer of the roofing system will be sold following the formula of a masterful presentation outlined in this chapter ultimately funneling the objections down to one thing, and that's affordability. At the end of the masterful product presentation and before the closing sequence you must execute the following Pre-Closes every time! When this is mastered, you will come out earning your prospects business more often than not!

## • 4 Pre-Closes After a Masterful Presentation

We call these "Pre-Closes" because it takes place prior to price delivery and the closing sequence. For additional reinforcement, it's vital to get the customers to re-commit to the entire roofing system and tell you that they wouldn't sacrifice any element of your metal roof to save money. Once the customers are fully committed, then you must get these four major commitments every time prior to working up the price. Below is an example of how to finish a roofing presentation.

**Rep:** *"John and Mary, you now know more than 99% of homeowners about roofing, so I want to congratulate you for making it through this education and I appreciate your endurance! I'm sure you would agree, if you remove even just one or two of these links that make our metal roof so spectacular, the whole chain will fall apart and it wouldn't solve your problems, true? Are there any links in this entire system you would be willing to sacrifice to save money?"*

## • The 4 Pre-Closes

1. *"Overall, John and Mary, on a scale of 1 to 10, how would you rate Grosso University and our Metal Roofing System? (10) Only a ten? I don't get and 11 or 12? Lol!"*
2. *"Now looking at the beautiful design of the metal roofing system, are you completely satisfied with functionality and beauty of your new roof?"*
3. *"At this point John and Mary, all my customers tell me that the only thing standing in the way of Grosso University moving forward and scheduling the work is affordability. Is that where we stand?"*
4. *"In that case, if we can make your new roof affordable and fit the investment into your budget, would there be any reason we couldn't get you started? Put a smile on your face because affordability is the easy part."* (Shake their hand with a Smile)

You can see how, after a masterful presentation, the close becomes the natural conclusion. By executing these 4 pre-closes, the prospects have already committed that if it's affordable, they would do it. It is important while you take a few minutes to work up the estimate, that the customers are reading testimonials or ideally, watching videos of real satisfied customers. You want to continue feeding your prospects with positive content that helps them play a positive movie in their mind how wonderful this roof will turn out when they hire you. Remember that decisions are made hypothetically before they are made in reality. The customers will visualize hypothetically how this whole process will play out if they do decide to move forward. Having the customer read reviews will add to the positive movie and allow you to get another solid commitment prior to delivering price from the prospects.

Before going into price delivery, this is another layering commitment you can get from the customers that is very powerful:

**Rep:** *"Mr. and Mrs. Jones, you'll be happy to know that I do have the total investment worked up for you. Now before we discuss affordability, I'm curious to hear what stood out to you about the reviews you just read?"*

**Customer:** "Well everyone seemed very impressed with the care and attention to detail from the installers."

**Rep:** *"Absolutely! Our crews will treat your home like it were their own home. Now let me ask you a question. How many times are companies trying to get you to fill out surveys these days? Seems like all the time, wouldn't you agree? How often do we take time out of our busy day to fill those surveys out? How happy must those customers have been to take 10 minutes out of their day to write a full paragraph on their experience? Isn't it likely that if were to trust Grosso University to your roofing project this evening, you would also have the same great experience that these other customers did? Ok now for the easy part; the affordability!"*

# **Chapter 11**

## **Grosso University Closing Sequence**

### **1. Retail**

- **P** \_\_\_\_\_
- **F** \_\_\_\_\_
- **R** \_\_\_\_\_

### **2. Qualification**

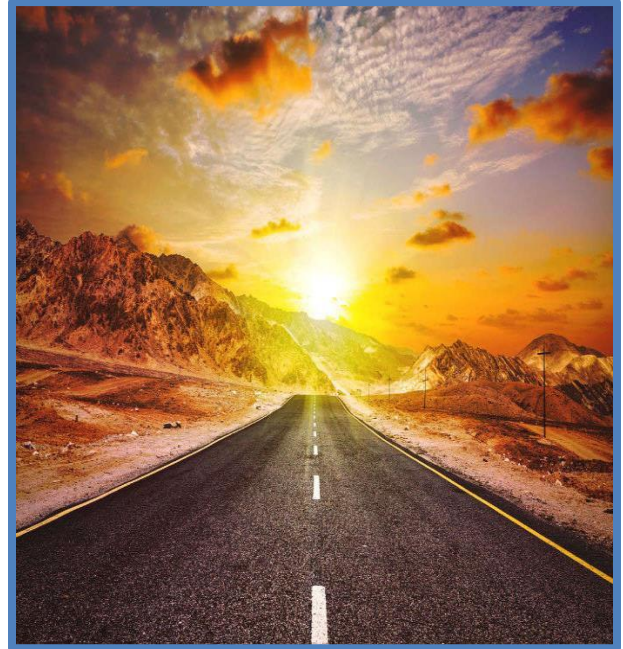
- **B** \_\_\_\_\_
- **6** \_\_\_\_\_
- **P** \_\_\_\_\_

### **3. Major Close**

### **4. Sub Step Closes**

- **Porchlight**
- **Is It**
- **Ping Pong**
- **Price Shopper**
- **Titanic**
- **\$100,000 Close**
- **Lowest Price Assurance**
- **I Apologize**
- **Price too High Close**
- **3 Question**
- **Liar Close**
- **Higher Authority (Customer Marketing)**
- **God Father**
- **Partial/Product Drop**

**Grosso University's Closing sequence is your road map to the sale! Stay on the Road!**





## ◇ Retail Closing (Step 7)

The information contained in the following chapter contains the closing sequence used by the most successful metal roofing salespeople in the nation. Following this proven system, we have reports of sales reps closing over 70% and, in one case, closing 40 sales in a row. What we are telling you is that **IT WORKS!** You need to believe it will work for you to maximize its effectiveness. The closing sequence at Grosso University is a “Velvet Hammer” approach. When a sales rep properly executes this sequence, the homeowner should never feel pressured into a decision. With our closing sequence you will blind side homeowner with the close because their guard is down, and they never see it coming. Again, assuming you’ve done a masterful demonstration, they should already be prepared to buy your product, now it just comes down to terms and affordability. That being said, we at Grosso University have a structured closing sequence that must be mastered. You as a sales rep need to learn this sequence so you’re not shooting from the hip in closing. In this book, there are also sub-step closes to memorize so you can have several programmed responses to handling each type of objection. Spend as much time as you can studying this part of the manual and role playing till it becomes completely natural and comfortable.

### • **Price Delivery**

After you have calculated the total investment, you need to do a feature and benefits overview one more time. We’ve worked very hard getting it to the green, and now the customer is very anxious to see the price; however, 90% of the information you shared with them throughout the demo about your roofing system has most often been forgotten. Of course, you do not want to be closing the prospects with only 10% of your information, so it is very important you take time and rebuild the value in all the unique features and benefits. This will allow you to increase the perceived value of the investment one last time, so they are not solely focused on the price or surprised by it. Make sure when you are going through the features and benefits of your offering that you are expounding on each differentiating point about your installation and your roofing system to make it more powerful! You want the homeowners thinking the project will be twice as much as it really is. Do a \$40,000 demo for a \$20,000 roof!

The following is an example of a closing sheet that we use for price delivery:

### Example Only



#### Complete Removal and Inspection

- Carefully remove and dispose of existing roofing
- Roofing debris Always Recycled
- Protect windows, doors and siding with plywood
- Cover shrubs and landscaping with vented tarps
- Repair any rotten of damaged sheathing as needed
- Inspect Ridge and Soffit for proper ventilation
- Thoroughly Clean work site with magnetic brooms
- Factory trained, insured and bonded roofing specialists
- Installation in as little as one day!

#### Metal Roofing Preparation & Underlayments

- Ice and Water Shield installed on Eaves, Chimneys, Valleys, Skylights, Low pitched areas, Dormers and Rakes
- 5-Layer Woven Synthetic Underlayment Installed over Entire Roof Deck
- 4x Stronger than felt and Waterproof!
- Underlayment Secured with Capped Nails
- Complete Custom Flashing System on Chimneys, Valleys, Skylights, Low pitched areas, Dormers and Rakes

#### Grosso University Metal Roofing System

- Strongest Panel Galvalume® – 24 Gauge Steel
- CUL 2218 Class 4 Hail Impact
- UL 790 Class A Fire Rating (vs Combustible Asphalt)
- Industry Leading FLUROPON Coating
- IR Solar Heat Reflective
- Ceramic Technology
- Superior Scratch/Fade Resistance
- Exclusive Snap-Lock Panel w/Enclosed Fasteners

#### Product Warranty

**GALVALUME® SUBSTRATE: 35-YEAR WARRANTY**  
**35-YEAR NON PRO-RATED PVDF PAINT WARRANTY**  
 High-performance FLUROPON metal roofing product, carefully tensioned leveled for superior flatness

#### Additional Notes/Extras

➤ Total Investment:

➤ Monthly Investment Options:

➤ 0% Financing Promotion:

➤ Low Monthly Investment Option:

➤ Cash Option:

○ Initial Deposit:

○ Completion Amount:

Once you have rebuilt the value in the unique features and benefits, now it's time to deliver the price.  
 Below is an example.

### • Closing on Metal Roofing

**Rep:** *"John and Mary that's the good news! Remember the bad news?"* (Rub fingers together signaling money)

**Customer:** "The Price?"

**Rep:** *"Correct the initial investment! Now remember when I showed you the Cost vs Value report how much it was on average to get a 30-square metal roof installed?"*

**Customer:** "Wasn't it around \$45,000?"

**Rep:** *"That exactly right! This means the average is \$1,500 per square. Let me ask you a question. Now that you are a roofing expert, would you say our metal roofing system with the Sherwin-Williams Coil Coatings is average, or would you agree that it's top of the line?"*

**Customer:** "I would say top of the line."



**Rep:** *“So knowing the average for 30-square of metal roofing is over \$45k, I’d love for you to guess how much this project will run. You have 20-square of roofing on your home that we are looking to replace with our Fluropon® coated Metal Roof. If you are able to guess within \$500 of the total investment I have written down, Grosso University will treat you both to any fine dining restaurant in the area, as long as it has golden arches!”* (Humor)

Assuming you have price conditioned effectively, the customers guess should be higher than the price you have written down, however no matter what price they give you, your response should be “wouldn’t that be nice” or “I love an optimist.” This will get them thinking it’s even more expensive than the guess they gave you. Motion as if you are going to finally slide over the price, then pull it back delivering the following line. This will ensure that they lower their guard one last time prior to price delivery.

**Rep:** *“John and Mary, one more thing. As much as we would love to earn your business this evening, I just want to remind you, this total investment is guaranteed for 30 days, fair enough?”*

Deliver the price by sliding the paper between the two of them. Often, whoever picks up the paper first is the Boss, however, be sure to include both prospects equally throughout the closing sequence. It is very important after you show them the price to remain silent and let the customers process the information. If you’ve done your job, you should see them relax after seeing the price. On occasion however you will get customers that say it’s too much money. The good news is in either case you can precede to financial terms in the same fashion.

- **Financial Terms: Cash or Finance?**

At this point in closing, you want to remain in the “if and when” stage when you’re talking about money. If the customer feels they are being sold TODAY, they will feel pressure and are less likely to give you the honest information you need. We need to keep the customer’s comfortable and relaxed, so their guard is down. You are far more likely to land a punch when the guard is lowered, and they don’t see it coming. When the customers feel you are talking about their future consideration, they will be more likely to give you honest answers. Their first goal of financial terms is to figure out if they are cash buyers or if they are finance buyers. Then you must establish what they could comfortably put down as an initial deposit. Again, no matter what the customer’s response to the initial price was, you can use the section below the same way.

**Rep:** *“John and Mary, if and when you were to move forward with this project, how would you handle an investment like this? Is this something you would handle as a cash investment, with a check or credit card, or is this something part or whole you would do as a monthly investment like most of our customers?”*

If the customers say cash, we need to establish if they truly have the cash readily available, or if they are getting the money from a 3<sup>rd</sup> Party like a Bank or Credit Union. Sometimes a customer will tell you that they are paying cash, when they are really applying for a HELOC or some other personal loan through their bank. If that’s the case, then we need to revert them back to our financing. You cannot close the sale if they are getting the money from their bank in the future. That could take weeks or months depending on how quickly they pursue that type of loan.

On the other hand, if they claim they could write a check for the entire project right now, then you can go down the path of cash. Make sure, when you have established that they can pay cash comfortably, that you ASSUME the sale. This makes it easy for them to move forward. The following is an example of an alternative of choice close:

- **Example # 1: True Cash Buyer**

**Rep:** *"When you say cash John and Mary, are these funds you have readily available or are you getting part or whole from a third party such as your bank or credit union?"*

**Customer:** "We could just pay cash right now."

**Rep:** *"That's great! I commend you both on saving up for this roofing project! Let me show you how simple it is to proceed as a cash investment. It is common for our customers to put half down to start the project, and then when the job is complete, and you are totally satisfied, they take care of the remaining balance. Does that seem fair to you?"*

**Customer:** "Sounds fair."

**Rep:** *"So how would you be handling the initial deposit? Would it be cash, check or credit card?"*

**Customer:** "We would probably do it on our credit card."

**Rep:** *"Great idea! Might as well take advantage of the points if you can! Congratulations you are going to love your new roof!"* (Shake their hand)

- **Example # 2: Getting Cash from Bank**

**Rep:** *"When you say cash John and Mary, are these funds you have readily available or are you getting part or whole from a third party like your bank or credit union?"*

**Customer:** "We are checking with our bank to see about a home equity loan."

**Rep:** *"Great! It looks like you guys are really preparing to move forward with this project then, aren't you?"*

**Customer:** "Yes we need to do something."

**Rep:** *"I tell you what since I'm here anyway, what a lot of our customers do is compare our rates and plans with their local bank or credit union to see which one comes in best. Since I'm here anyway, I'll just show you a few of our most popular options and you can let me know if any of them work for you, fair enough?"*

- **Selling on Financing**

The very best closers of metal roofing are experts at selling financing. When you master financial terms, you will experience 60%-80% of your customers taking advantage of a budget plan. In America, less than 5% of the population has \$10k or more in savings. This means 95% of the country would need to finance your metal roof to own it. Selling financing is truly an art form and when you get good at it, even cash buyers will sign up for these amazing unsecured loans. It is up to you to learn what



finance plans you can offer and master this process. When you are studying your companies financing rate sheets, it is important to know that each finance plan costs money and the better the finance plan is, the more it costs! More expensive financing means your company makes less money, so it is important that when you get into financial terms, that you lead with less costly plans. You should be keeping the better financing plans in your back pocket to maintain leverage and only offer those as a in conjunction with earning the customers business on the first visit. Sometimes you can sweeten the offer by adjusting the finance plan without discounting at all! Better financing serves as a perceived discount or bonus at the negotiating table.

The first goal anytime you are going through financing is to establish an initial deposit. You need to remember that you make more money when the customers give you more money. You just need make sure you clarify that the amount they give you is not draining their entire savings account, because then they will cancel the deal later. I have personally had customers commit to a deposit that was too heavy and, sure enough, they backed out the next day. Typically, you would want to start off with a 10% to 20% initial deposit. If 10% to 20% is too much, you can go down to 5% and eventually as low as a first month's deposit down if need be. When the customers commit to any amount being comfortable, confirm it a few times to make sure they are not committing too much money initially. You should NEVER accept deals with zero money down. As a matter of fact, we are so strict about getting a deposit that when a rep turns in a sale with no money down, we count that as ano-sale. The customers need to have some skin in the game, even if it's only a few hundred dollars. Below is an example of discussing financial terms. Let's assume the project is for \$30,000.

**Rep:** *"John and Mary, typically when our customers finance, the lenders like to see a 10% to 20% initial deposit, which in this case would be between \$3,000 to \$6,000. The deposit can be cash, check or credit card. If you were to handle this in the next 30 days, would 10% be a comfortable or would a 20% initial deposit work for you?"*

**Customer:** "Well \$3,000 would be a little too much right now."

**Rep:** *"No problem, I understand. What would have been a comfortable initial deposit? For example, had it been 5% or \$1,500, would that have been more comfortable?"*

**Customer:** "Yes."

**Rep:** *"So I just want to confirm, \$1,500 is totally comfortable and we are not taking any food off the table, right?"*

**Customer:** "Yes \$1,500 is comfortable."

**Rep:** *"That's great! \$1,500 will be a perfect initial deposit to make this affordable! Let me go over 3 of our most popular monthly investment plans and let me know which one works best for you, fair enough?"*

**Customer:** "Sounds good."

At this time, it is a good practice to show the customers three different options. Again, try to lead with finance plans that are less costly to maximize the profit margins. Talk the homeowners through each finance option as you are writing them down or presenting them. Think of yourself in this stage of the close as the finance advisor who is educating the prospects how they should pay for this. The more confident you are in





the plans you offer and your explanation, the better you will sell. You want to avoid long silent moments at this stage in closing and be sure to still maintain solid eye contact with both prospects. It feels uncomfortable and creates pressure if you are quiet too long and avoiding looking at them. When showing your prospects, the different finance options, you can present them on your iPad (recommended), write them down on note paper, or simply show them on the closing sheet. When they choose a finance plan that is comfortable, assume the sale with a relaxed assertive confidence! The following is an example of the breakdown.

**\$30,000 – Roofing Project Total**  
**\$1,500 - Initial Deposit**  
**\$28,500 - Finance Amount**

### ◇ **Example of Financial Terms to Lead With**

**Note:** The plans referenced below are only examples of how to present financial terms. Being that every contractor or financing company has different options, the plans you will lead with and offer in this section will vary. Study this section and use as a guideline for how to present monthly investment and the language used to keep your prospects comfortable and relaxed.

#### **Example Plan 1: *0% @ 6 Months with No Payments***

Customer has 6 months to pay off loan, then loan reverts to a 60 month @ 21.9% interest. This loan is great for cash buyers or as a bridge loan. **Low Dealer Fee**

#### **Plan 2: *6.9% @ 60 Months = \$564 per month***

Fixed rate of 6.9% for 5 years with no pre-payment penalty. Nice midrange loan for lower payment buyer. **Low Dealer Fee**

#### **Plan 3: *9.9% @ 84 Months = \$473 per month***

Fixed rate of 9.9% for 7 years. This is an incredible plan for your customers who need low payment. It also only has a **Low Dealer Fee**

When you are acting as the customer's finance advisor, it is important to educate the prospects on why these plans are so amazing. We sometimes take for granted that few homeowners truly understand how financing works and why they are better off taking advantage of your plans versus going to their bank. We must educate the prospects on the benefits of unsecured financing. Anytime you go to the bank and get a personal loan or even a HELOC, those are all secure loans. The bank secures their loan they by having equity, collateral and putting liens (leverage) against your personal property. My Father always explained to me that if you owe a dollar to the bank, you don't truly own anything because they can always take it from you. Banks absolutely hate giving out any money unless it's secured, which is why if you were to get an unsecured loan through them, the rates are insanely high. The last time I inquired about an unsecured loan through my bank, the rate was over 20% and for a very short period of time.

The biggest area we see homeowners getting into trouble is when they get a Home Equity Loan. Banks love these loans and do a great job marketing these to the public. Have you ever seen the advertisements for home equity loans that display a 1.9%

interest rate? That sounds pretty darn appealing doesn't it. What the bank doesn't tell you is that amazing interest rate is typically only for the first 6 months. Then the interest rate immediately jumps up to the prime rate. If the prime rate is 5% interest, for example, this would mean the interest rate more than doubles in 6 months. In addition, with these home loans, there are appraisal fees and closing costs that could exceed hundreds of dollars. The scariest part of these loans however is that they are variable interest. This simply means that they can go up at any time for any reason and there is nothing anyone can do about it. Banks claim that most of these loans can go as high as 18% interest! So basically, they hook homeowners in with an attractive interest rate of 1.9%, then in as little as a few years, you could be paying 18%. That is why your customers are much safer and have more peace of mind going with your unsecured financing plans at a fixed interest rate. Make sure to master your explanation of why your financing plans are the better choice. Assuming one of the plans is affordable, the following is how you proceed:

**Rep:** *"John and Mary, of the 3 options we have listed here (6mo, 60mo & 84mo), which option works best for you?"*

**Customer:** "Well we would probably do the \$473 per mo."

**Rep:** *"So what you're saying is if you were to move forward with this project, the initial deposit of \$1,500 and \$473 per month would be comfortable?"*

**Customer:** "Yes we can afford that."

**Rep:** *"Well congratulations guys I knew we could make this affordable! Congratulations John and Mary! You are going to love your new roof!"* (Assume the sale confidently)

Assuming none of the plans are affordable, the following is how you establish an affordable monthly and then proceed:

**Rep:** *"John and Mary, of the 3 options we have listed here (6mo, 60mo & 84mo), which option works best for you?"*

**Customer:** "To be honest, none of those are affordable at this point."

**Rep:** *"I appreciate your honesty! If it's not affordable, that's completely understandable. What do you feel would have been a monthly investment you would have been more comfortable with? How much too much are we?"*

**Customer:** "Well we would need to be around \$300 per month or less."

**Rep:** *"If I hear you correctly and I think I do, had it only been around \$300 or less for the budget plan, it definitely would have been more comfortable?"*

**Customer:** "That would work."

**Rep:** *"Here's what I'll do. I'm going to call our finance manager to see if there are any programs or promotions that can accommodate your budget, fair enough?"* (Make a call to manager to authorize longer term 120-month plan) *John and Mary, I have some great news! My finance manager just authorized an amazing budget plan I feel you will both love! Remember that very low 6.9% rate that I offered earlier? He said he has a way to*



*double the timeline on that plan to 120 months with no prepayment penalty! This would save you tons of money on interest while lowering your monthly down to just \$330 per month! Just to confirm, the initial deposit of 5% and \$330 per month is totally comfortable?*

**Customer:** “Yes we can afford that.”

**Rep:** *Congratulations John and Mary! I knew we could make this affordable! I just need your autograph right here and we can get you started! You are going to love your new roof!”* (Assume the sale confidently)

At this stage only two things can happen. Either the customer picks up the pen and starts filling out application, or they say, “No we have to think about it.” If the customer says no at this point don’t worry because you are still at retail and technically haven’t given them a reason to go ahead yet. Any time the customers say “No” you simply respond with “no problem, I understand.” This shows empathy and keeps them relaxed. The next step in closing is Return on Investment or ROI.

### ◇ Return on Investment

When you attempted to assume the sale at retail and the customer said they need to think about it, sometimes they need to justify in their own mind if it is worth it for them to spend \$30,000 on a new roof. The Return-on-Investment section of closing shows the homeowner that not only is investing in your metal roof a good decision, but also a profitable one! Below is how you deliver the ROI Close!

**Rep:** *“Now John and Mary before I go, remember when I stated earlier that our roof on a cash flow basis was free, even better than free actually paid for itself and made you money?”*

**Customer:** “Yes we remember.”

**Rep:** *“Before I leave, I just wanted to show you how we can make that claim, fair enough?”*

### ROI for Metal Roofing System

\$30,000: Total Investment for New Roof  
\$15,000: 50% Resale Value C vs V  
\$20,000: Cost of 25-Year Roof  
\$32,000: Cost of 25-Year Roof 10-Years  
\$51,200: Cost of 25-Year Roof 10-Years  
\$103,200: Total Cost of Cheap Roof  
\$73,200: Total Savings over Cheap Roof

**\$15,000 Resale+ \$73,200 Savings = \$100,200 Total ROI Over Cheap Roof**

### Example 1

**Rep:** *“John and Mary, our Fluoropon® coated Metal Roof is the last roof you will ever need and will look brand new for decades to come. We demonstrated to you what*



*happens when you settle for low-grade roofing and how 70% of all of them are being replaced every 10 years. With modest 5% annual material and labor inflation, that \$20,000 roof would cost you \$32,000 in 10 years, and an additional \$51,200 in 20 years. This means that in 20 years, assuming you make the same mistake three times, you would have invested \$103,000 for a cheaper roofing system. When you invest in our forever roofing solution, you will save you \$73,200! In addition, the beauty, curb appeal and longevity of our roof will add \$15,000 to the value of your home. When you add this up, our Metal Roof will be \$100,200 less expensive than a low price roofing alternative. Remember when I mentioned that many companies can beat us on price, however nobody can beat us on cost? If you gave me a dollar today and I were to give you \$3 right back forever after, would that be an easy investment for you?"*

**Customer:** "Yes it would."

**Rep:** *"Let's go ahead and get your investment started! You deserve it!"*

After you assume the sale at ROI again you will usually get two responses. Either they will shake your hand and do the project, or they will give you another Think Over response. If they still say think over, proceed to qualification.

## ◇ Step 8: Qualification

Qualification is my personal favorite script in this book and the most important script in our Closing Sequence. I can tell you from my personal experience that when I mastered this section of the close, my sales performance increased rapidly! Once you master this script, you will instantly feel more confident in the close and see your closing numbers increase. With this script, you will lower the customers guard and completely blindside them. The goal of Qualification is to relax the prospects, eliminate all the smokescreen objections and funnel it down to money being the only thing standing in the way. In this script, you will also get the customers to commit to making a decision to buy from you right now and that idea will be layered for reinforcement. Executing Qualification before the Major Close will significantly improve the effectiveness of the Initial Visit Discount! Make it a priority to learn this script so well that I could shake you awake you from a dead sleep 5 years from now, and you could still deliver it verbatim without thinking. There are three parts to qualification that need to be mastered:

- Bridge to Qualification
- 6 Qualification Questions
- Explanation of Promotion

### ◇ Bridge to Qualification

This first part is called the “Bridge to Qualification” because this script essentially helps you bridge the gap between the Retail Closes and the Major Close. When riding along with salespeople in the field, I would often witness what I call “Machine Gun Closing.” This is when the salesperson was like an automatic weapon firing off close after close without using any take-aways or having proper pacing. This technique builds pressure, kicks in the prospects fight or flight response and leads to them rapidly terminating the appointment. The Bridge is, in a nutshell, a giant take-away that gets your prospects to relax once again and lower their guard so you can continue to close without building pressure. Your tonality in this section should be confident, smooth and relaxed. Don’t forget to keep wearing a smile throughout this sequence.

**Rep:** *“John and Mary, do you have any questions for me before I leave?”* (Pretend to pack your things)

**Customer:** “No you did a great job and we’ll be getting in touch!”

**Rep:** *“That’s great news! As I said earlier the total is guaranteed for 30 days! You will be able to get to me in 30 days, won’t you?”*

**Customer:** “Of course.”

**Rep:** *“How soon do you think you will be getting back to me just so I know when to expect your phone call?”*

**Customer:** “Just give us a week and we’ll call you back.”



**Rep:** *“One week, really that soon?! (Act surprised) You guys are definitely serious about getting your roof replaced, then, aren’t you?”*

**Customer:** “Yes we need to do something.”

## ◇ 6 Qualification Questions

After you have delivered the bridge successfully, you put the prospects in perfect position because now they think you are leaving. Little do they know; you’re just getting started! Muhahahah! Anyway, the six questions in the following script accomplish multiple things. They get the prospects to commit to a short timeline, get them to agree that your company and product are what they want and that the only thing that would keep them from moving forward now is the money. Imagine if you could be in that position every time in the close? Well with this script, you can! These questions are layering once again all the things we got them to commit to earlier. Remember that most people need to hear things 6-18 times to retain information and every time you layer commitments; it becomes a stronger belief in the prospects mind. If you can recall at the end of the Product Presentation, there were 4 pre-closes that we deliver before working up the price. You will notice that the six questions in this script are very similar to those pre-closing questions.

Now it goes without saying, for any close to work, it’s important that you did, in fact, deliver a masterful presentation. If the customers do not want what your selling, this entire sequence is for not. When you deliver that masterful presentation, you will see this sequence work perfectly almost 100% of the time! In some cases, I nailed the demo and qualification script so perfectly that I felt bad for the prospects because there was nothing, they could do to avoid giving me the information I needed to close them. The reason this works so well, and the customer cannot fight it is because they are completely relaxed, and they still think you’re leaving! Muahahahah! They see no harm in going right along with each of these questions like clockwork. You, being the master agent of influence, will get to sit back and watch the prospects eliminate every other objection for you and tell you that the money is the only thing that would prevent them from pulling the trigger right now. After we get them to admit this, we get them to say that if there was a way, they could save any money on this project, they would want to know about it! Put these questions to work for you every time and I promise, the results will be magic!

**Rep:** *“I really got the feeling you fell in love with our Metal Roofing System, is that true?”*

**Customer:** “Yes we love the roof.”

**Rep:** *“And at some point, in the near future, you’re definitely going to replace the roof on your home?”*

**Customer:** “Yes we are.”

**Rep:** *“When that time comes, do you feel this is the roofing solution, and Grosso University is the company you want for your home?”*

**Customer:** “Everything seems good so far.”

**Rep:** *“Then obviously, it seems like the only thing keeping us from getting together on the project is the money, true?”*

**Customer:** “Yes, it is a big investment and money is always a factor.”

**Rep:** *“Well John and Mary, if there was a way, I could save you a substantial amount of money on your new roof, would you want to know about it?”*

**Customer:** “Yes of course we would!”

**Rep:** *“Remember earlier when I said we had some special promotions I would make you aware of? Let me explain!”*

- **Explanation of Promotion**

The last section of this script makes the prospects understand that the only way we can discount our price is by reducing the cost of doing business. While keeping the pressure off, we get them to tell us they agree to the terms of the promotion and that they will give us a “Yes” or “No” answer right now. What is the most common answer that prospects want to give you? They do not want to tell you “No” because they don’t want to make you feel bad, and they hesitate to say yes out of fear they may be making the wrong decision. The most common answer you will get is a “Maybe.” This will usually be disguised as a form of think-over or procrastination! Narrowing down their options to Yes or No increases the probability of closing the sale right now. You will notice at the end of this script; we intentionally inject humor to keep them comfortable and relaxed. Humor helps maintain rapport and keeps the pressure off.

**Rep:** *“Grosso University has just created a promotion whereby we can save you a substantial amount of money! Now the only way we can save you money without sacrificing quality, which we would never do, is by reducing our cost of doing business. So, I’ll explain the promotion to both of you, very simply, if you’re comfortable with the offer that’s great, we would love to get together and earn your business this evening! If not, that’s ok too, you can simply say no and we’ll continue to hold our regular price for 30 days, fair enough?”*

**Customer:** “Sounds good.”

**Rep:** *“Now at this time we are offering this program to all of our customers, and all that I ask is when you know the details of the savings program, you simply give me a yes or no and well take a no as graciously as we do a yes. If you tell me no, I’ll just go out to my car and cry, understand?” (Humor)*

## ◇ Step 9: Major Close

Step-10 is called the major close for a reason and the climax of the appointment. The entire appointment has been designed to frontload the process leading to this very moment! This is the moment we make it clear we are there to earn their business now. Ideally, assuming you have delivered a masterful presentation, you have navigated the retail closes properly, the customers are very close to moving forward. The major close provides just enough incentive to push the prospects over the edge. Knowing that this is a sensitive moment in the process, it is important that this major close is explained correctly.

In a nutshell, the Major Close is where you, the sales professional, offer a discount or reward for earning the prospects business on the first visit. The goal of the Major Close is to eliminate the need for a return trip back to the prospects house. In this training book, the major close is delivered as a discount, however this reward doesn't always need to be monetary. Other sales professionals and I have had great success giving the customer something of value instead of a discount. This could be upgrading the customers product in some fashion. This could be throwing something in for free that you know the customer really wants. In roofing, maybe you upgrade their underlayment for free or include leaf guard on their gutters as a thrown in or offer a free upgrade to a better panel. The point is, everything at the negotiating table is about maximizing value of the offer in the prospects mind's eye so it's important for you to pay attention to those details and keep those value-added offers in your back pocket.

More often than not, the major close will be delivered in the form of a discount and it's important that this discount be delivered the optimal way. If you were a fly on the wall watching salespeople deliver discounts, you will see time and time again where salespeople give discounts in 5% or 10% increments. Let me be clear about this; You should avoid discount increments of 5% and 10% like the plague. Throughout our lives we are conditioned with these overly used discount percentages and our brain is programed to believe these percentages are fabricated. More often than not when a salesperson offers a 10% discount, subconsciously you know there is more room for negotiating. This is also what your prospect will believe deep down as well. Also being that 10% seems like a fabricated amount, you lose some credibility, and the trust begins to diminish from your prospects.

There are two things I want to put emphasis on when it comes to maximizing a discount. First thing that you should know is "less is more" when it comes to a discount. Many salespeople often feel the need to offer these massive discounts to close the deal. I've been on ride alongs with salespeople who give 20% and 30% discounts for their first price drop. This is most likely to compensate for the fact that they shortcut the process, were weak in price conditioning, didn't differentiate enough and are now forced to sell on price. When you offer massive discounts, you devalue your company, your products and yourself while further losing your credibility. The second tip I have for you is to use odd numbers in your discounting. Instead of discounting 5% for example, discount 4.3%. Instead of discounting 10%, discount 7.4%. The more precise the better. When you discount less use precise numbers like this, it disrupts the pattern that has been painted in the prospects mind and makes them accept the discount as final. It makes them believe this is a true discount that leave no more room for negotiation. Applying these two concepts to your Major Close is sure to maximize its effectiveness.

When you are at this stage in the process, pay close attention to your tonality and your body language. It is very easy to kick the prospects into fight or flight if you are even slightly off your game or come off too aggressive. Sit up straight, look them in the eye, wear a genuine smile on your face, speak clearly in a deeper and smooth tone while staying completely relaxed. Remember, a confident, relaxed, and assertive salesperson will always close more business than an aggressive or timid one. Lastly pay attention to the prospects non-verbal communication. This can provide clues as to how they are feeling and assist in how you deliver the message. Below is an example of a Major Close script.

**Rep:** *"John and Mary when I first started working for Grosso University my manager Dominic said, "come aboard, you'll only have to work half days!" Little did I know that by half days he meant 12 hours! They literally have me on the road Monday through Saturday and I am booked with 3 preset appointments each day! Business for Grosso University is absolutely booming, and we can barely keep up with the calls coming in. During an average week, I meet with 18 different homeowners covering most of the state!"*

*Now as I mentioned earlier, 40% of everyone we meet with is either a referral or a repeat customer, and everyone else that sees our roofing solution absolutely falls in love with it just as you did! So out of 18 homeowners we meet with, we get together and do business with 50% of them, which we are very proud of! This means we usually have 9 new customers every week that choose to move forward with our company which is why we have been the fastest growing remodeler in the area.*

*The biggest challenge for us is the 9 remaining customers that decide to wait and call us back and here's why. With our territory being the entire state, when we meet with a customer a second time, this results in having to reschedule the other preset appointments we had set that day just due to the distance of travel! Now when we received call backs every day of the week, instead of meeting with 18 homeowners we now could only meet with 9! This reduces the amount of earned business from 9 homeowners per week down to 4.5 and were still trying to figure out how to handle that half a person! The challenge of making multiple trips back to see previous customers is our company investing twice the time, effort, and money for half of the business!*

*For our company to continue to grow and to allow us to meet with as many homeowners as possible, the owners of Grosso University created a customer compensation plan called the Initial Visit Reward! They found that getting together with homeowners on the initial visit doubles the potential homeowners we see, reduces overhead by millions of dollars and most importantly, it dramatically improves our customer satisfaction!*

*With the substantial money we save with this program, instead of putting the additional profit in our back pocket or giving it to upper management, we are passing it on to our clients in the form of a special reward! John and Mary, you told me this was the roof you wanted, and that Grosso University was the company for the job, and I know you were sincere! If we can earn your business while we are here and get you on our busy schedule, I'm authorized to take \_\_\_\_\_% off our labor, bringing the total investment from \$30,000 all the way down to \$27,780! (7.4% Discount Example)*

*Our Initial Visit Reward will save you \$2,220 off the roofing project which is almost the equivalent of 5 months' worth of payments. Now I know having a comfortable monthly is important to you, so put a smile on your face! With your \$1,500 initial deposit, I am also authorized to upgrade your financing getting your monthly down to only \$304 per month at the same low interest rate! (12mo 6.9%) Again, all we need is to complete this simple application and we can get you started! Congratulations you are going to love your roof!"*  
(Slide over credit application and assume the order)

## Example: Letter from President Initial Visit Reward



**GROSSO**  
UNIVERSITY  
Metal Roofing Academy

### Current Promotion

**To:** Grosso University Representatives  
**Subject:** Customer Reward Savings Plan

For all future Grosso University Customers,

This time of year, the demand for our products is rapidly increasing and operating more efficiently becomes more important than ever. In addition, with our business experiencing record growth and success, the cost of operating and servicing our customers increases.

The ability to control cost, remain competitive and keep our prices low has been a leading factor in the success of Grosso University and continues to be a high priority. Realistically, there is only one way we can lower costs to our clients without sacrificing quality or service, which we will not do. That is by improving efficiency and reducing our overhead; specifically, the cost of acquiring new business.

It is evident that we can reduce our overhead and marketing costs significantly when our customers place their orders on the "INITIAL VISIT." By reducing call-backs, we can see more people and cut down on the cost of rescheduling appointments and travel expense, which will allow us to produce far more volume while reducing our costs per customer.

Therefore, for those customers who decide to place their order with Grosso University on the initial visit will be given the profits of our improved efficiency in the form of a special REWARD! As President of Grosso University, I authorize you to take  % off labor to those valued clients who put their faith in our company and place an order with us upon initial presentation.

Sincerely,  
**Dominic Caminata**  
Owner/President  
Grosso University

☐

**Check to Accept Reward**

☐

**Check to Decline Reward**



**GROSSO**  
UNIVERSITY  
Metal Roofing Academy



## ◇ Think Over Closes

### • Porchlight Close

The Porchlight close can be used to overcome a think over objection! It is especially useful when you know one person is sold and the other person is on the fence. When you have an ally that is on your side, they most times can convince their spouse better than you can. Also, some people do just need a little space on occasion to discuss big purchases. Now it is important that when you use this close and go out to your car that you are putting together a game plan for when you come back in. Below is the Porchlight Close:

**Customer:** “We still just need time to think about this.”

**Rep:** (5-10 sec pause) *“No problem, I can appreciate that. With an investment like this, it makes sense to think about it. Just so I better understand, what exactly makes you feel that way?”*

**Customer:** “We just need to discuss this and aren’t comfortable making the decision right now.”

**Rep:** *“That makes sense. What you’re saying is you just need to think about this to be certain you’re making the right decision; did I get that right?”*

**Customer:** “Yes, that’s all we need.”

**Rep:** *“Let me ask you, other than thinking about it, was there anything else that stopped us from moving forward on the project?”*

**Customer:** “No that is pretty much it.”

**Rep:** *“That’s completely understandable. Now correct me if I’m wrong, but you wouldn’t be taking time out of your day to think about this unless you were seriously considering moving forward with the project, true?”*

**Customer:** “Yes you could say that.”

**Rep:** *“Great to hear! Now when you say you have to think about it, I don’t think what you’re telling me is that you need weeks or months to think about it, but what you really need is just some time alone to discuss this project without me sitting here, am I right?”*

**Customer:** “That would be very helpful.”

**Rep:** *“Great, here’s what I’ll do! Take the time you need to discuss this because this is a major investment, and it’s not one we take lightly, and we don’t want you to take it lightly either; however, the additional \$2,220 savings on your roof is worth considering while we are here. I have to make two trips to take my samples out anyway so why don’t you both take this time as an opportunity to talk about moving forward with the project this evening. We take a no as graciously as we do a yes, however when you have come to a decision that you are comfortable with, just flip your porchlight on to signal me in and I’ll come back and address any questions you both have at that point, fair enough?”*

- **Is It Close**

The Is It close can be used to overcome think over by funneling the objection back down to money. If we can get the homeowner to admit that money is the only thing they need to think about, then there are several solutions we can come up with to close the deal. If we don't funnel it down to money, then all other objections are still on the table. Below is an example of the Is It Close:

**Customer:** "We just need to think about this, so we'll be getting back to you soon."

**Rep:** (5-10 sec pause) *"No problem, I can appreciate that. With a large investment like this, it's normal to want to think about it. Just so I better understand, what exactly makes you feel that way?"*

**Customer:** "Yes, we just need to take some time to process the information."

**Rep:** *"That makes sense. What you're saying is you just need to review the information to be certain you're making the right decision, am I right?"*

**Customer:** "Yes that's all we need."

**Rep:** *"Let me ask you, other than reviewing the information, was there anything else that stopped us from moving forward on the roofing project?"*

**Customer:** "No that is pretty much it."

**Rep:** *"Sounds good! Now before I leave, just to clarify my own thinking, when you say you need to think about it, is it anything to do with the quality of our roofing system?"*

**Customer:** "No, we love the roof."

**Rep:** *"Yes, it's definitely an amazing system, isn't it? So, is it working with Grosso University or our Factory Trained installers what you need to think about?"*

**Customer:** "No, we feel comfortable with Grosso University."

**Rep:** *"Glad to hear you're confident in our company! So, is it our 35-year Product and Workmanship Warrantee you need to think about?"*

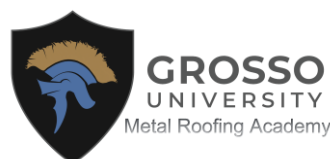
**Customer:** "No the warrantee seemed very impressive."

**Rep:** *"Yea all of our customers feel the same way! Is it anything to do with me or how I represented our company?"*

**Customer:** "Not at all you did a great job!"

**Rep:** *"Thanks that means a lot to me! Let me ask you then. When you say you need to think about it, is it the money?"*

**Customer:** "Yes it pretty much comes down to money."



**Rep:** *"I completely understand, and I thank you for being honest! When you say it's the money, is it the initial deposit, the total or monthly investment that stopped us from moving forward?"*

**Customer:** "It's the total price primarily." (Possible Titanic Close)

**Rep:** *"I appreciate your sharing that with me. Now this is the best I can do; if I could have done more for you, I would have, all my cards are on the table; however what would have been a total investment for this to be an easy decision for you?"*

**Customer:** "We thought we could get this project done for under \$25,000.

**Rep:** *"So had it only been 25,000, you definitely would have been comfortable moving forward?"*

**Customer:** "Yes that would be comfortable."

**Note:** This would be a great opportunity for the Higher Authority Close or Titanic to secure a better offer.

- **Ping Pong Close**

Occasionally when customers are indecisive, the wife will look at the husband and say, "what do you think John?" Then John will reply with "I don't know! What do you think Mary?" If you continue to allow them to go back and forth, you will inevitably get hit with think over because they both become afraid of making the decision without both being completely certain. The Ping Pong close can bring some needed clarity for the customers. Below is the Ping Pong Close:

**Mary:** "Well John, what do you think?"

**John:** "I don't know Mary! What do you think?"

**Rep:** *"Time out guys! (Make the time out sign with hands) I can relate to how you both feel right now. This is a major investment and it's important that you make the choice to hire Grosso University together! I truly feel having good communication and mutual understanding is what makes a lasting marriage. Mary, may I ask John a quick question?"*

**Mary:** "Of course."

**Rep:** *"John, if you knew without a doubt that Mary was ready to move forward and completely comfortable, would you also feel comfortable getting started?"*

**John:** "Yea if she was, I would be also."

**Rep:** *"So if Mary was comfortable, you would feel comfortable?"*

**John:** "Yes, I would!"

**Rep:** *"That's great to hear! Now John may I ask Mary a question?"*



**John:** “Sure.”

**Rep:** *“Mary, if you knew that John was ready to move forward and completely comfortable getting the project started, would you feel comfortable as well?”*

**Mary:** “Yes I believe I would.”

**Rep:** *“So if John was comfortable, you would also feel comfortable?”*

**Mary:** “Absolutely.”

**Rep:** *“I believe you both just answered your own hesitations! Congratulations! You guys are going to love your new roof!”* (Assume the sale)

- **\$100,000 Close**

When you are deep into closing, customers on occasion will keep repeating things like “we just need to think about it” or “we never make a decision on the first day!” You have to understand that these are just excuses and are not true objections. It always comes down to money and/or affordability and that is when the \$100,000 close is helpful. It gets them to commit that they would buy your product at a certain price and opens them up to give you an offer. Below is the \$100,000 close:

**Customer:** “We just need to think about it. We never make a decision on the first day.”

**Rep:** (5-10 sec pause) *“No problem, I can appreciate that. Clearly that’s a policy that’s worked for both of you and we aren’t here to change that. Just so I can better understand, what exactly makes you feel that way?”*

**Customer:** “Well we just don’t want to jump into this project right this second.”

**Rep:** *“Thank you both for sharing that with me because if you’re not completely comfortable moving forward, I agree we should hold off.”*

**Customer:** “Thanks for understanding.”

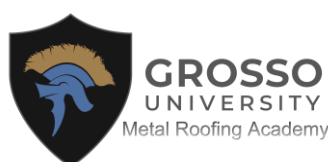
**Rep:** *“So other than making the decision over time, was there anything else that stopped us from moving forward this evening?”*

**Customer:** “No you did a great job; we are just very indecisive people.”

**Rep:** *“I can appreciate that. Let me ask you a question, you can give me a no, can’t you?”*

**Customer:** “Yes we can.”

**Rep:** *“And you can give me a YES to, you just did. Either way is fine because we take a NO as graciously as we do a YES. Let me ask you a question. If had I come into your house today and told you we were going to replace your roof with our advanced metal roof, and we quoted a price of \$100,000, you would have been able to give me a definite “NO” true?”*



**Customer:** “If you were that expensive, we would have thrown you out a long time ago!”

**Rep:** *“I agree that would be crazy! Now let’s say Grosso University decided to run a sweepstakes we only did once a year where we selected 1 family to receive our metal roof installed for only \$500! At that price, you would be ripping the pen out of my hand, am I right?”*

**Customer:** “If it was only \$500, we would be signing up today for sure!”

**Rep:** *“John and Mary, correct me if I’m wrong, it appears that it’s not so much that you can’t make a decision, but it really comes down to the overall investment, true? This is the best I can do, however let me ask you a question. At what price would this have been an easy decision for you?”*

**Customer:** “We don’t really know.”

**Rep:** *“I know you don’t know, but let’s say for example we could do your roof for, I don’t know, say \$20,000? At that price would this have been an easy decision for you?”*

**Customer:** “Yea if we could have been under \$20,000, we would be comfortable.”

When you get the customer to commit to a number, you need to explore all your options. Ask yourself if it is possible financially to get to that price. Are there opportunities to product drop or overhangs or eaves to save money? Are there parts of the project you can hold off on to get it down to that price? Finally, you need to ask yourself, if these customers are willing to purchase my roof for 20,000, will they also bite at a price higher than that? Your prospects will always offer less than they are willing to spend. Find the best solution and execute!



## ◇ Shop Around Closes

### • I Apologize Close

The “I Apologize” Close is a tool to overcome shop around. The only way this close is effective is if the customers are truly convinced that the features and quality of your roof are unique. Also, in the demonstration, you should have effectively killed all the other alternatives. Below is how to execute this close.

**Customer:** “We appreciate your time here today, but we still want to shop around to see what else is out there.”

**Rep:** (5-10 sec pause) *“No Problem, I understand. So basically, you just want to look at a few more options to make sure that our metal roof is what you want, true?”*

**Customer:** “Yes.”

**Rep:** *“Other than looking at a few roofing options, was there anything else that stopped us from earning your business this evening?”*

**Customer:** “No that would take care of it.”

**Rep:** *“I Apologize John and Mary, I must not have explained my kit very well. When you say you want to look at a couple more options, are you still considering lower quality roofing? Now you told me earlier that an entry level roofing solution wasn’t an option for you, and I know you were sincere at the time. You still feel the same way?”*

**Customer:** “Of course not, we definitely won’t be looking at those.”

**Rep:** *“I’m glad to hear that! So just to clarify, when you say you’re going to look at some other options, are you still considering looking at stone coated steel? (Pull out stone coated sample) Knowing how expensive stone coated can be and how the system itself was shown to be defective, it definitely wasn’t worth spending more money for a temporary solution, isn’t that true?”*

**Customer:** “No, we definitely don’t want that one either.”

**Rep:** *“If I hear you correctly and I think I do, you want our metal roofing solution, am I right?”*

**Customer:** “Yes I guess you could say that.”

**Rep:** *“John and Mary as I explained, our Fluropon® coated Metal Roof is unique to Grosso University. With our factory trained crews, nobody installs this roof like we do and will stand behind it the way we will. If this is the roofing solution you want, let’s work together and find a way to make this more affordable for you while we are here, fair enough?”*

**Customer:** “Sounds good. Let’s see what you can come up with.”

- **Price Shopper Close**

The “Price Shopper” Close is a tool to overcome shop around. The only way this close is effective is if I have gained enough trust and built enough value in my products and services. Also, in the demonstration, you should have effectively killed all the other alternatives. Below is the Price Shopper Close:

**Customer:** “We still just want to shop around to get a few more estimates, so well be getting back to you.”

**Rep:** (5-10 sec pause) *“No Problem, I understand. So basically, you just want to gather a few more estimates to make sure Grosso University and our premium Fluropon® coated Metal Roof is the best product and service for the best price, true?”*

**Customer:** “Yes.”

**Rep:** *“Other than getting a few more prices, is there anything else keeping us from getting together this evening?”*

**Customer:** “No that would take care of it.”

**Rep:** *“I appreciate you sharing that with me John and Mary. Let me ask you a question, let’s say you called a company that came in here and they quoted you for a new roof on your house for only \$4,000? Now that your roofing experts, what would be your first thought about what product is being installed and the quality of the materials they are using?”*

**Customer:** “Well, its most likely a cheaper roof that is installed cheaply”

**Rep:** *“Exactly! In that situation, our solution would be the easy choice, am I right?”*

**Customer:** “Yes we would definitely pick you guys.”

**Rep:** *“Great! Now let’s say you called one of those expensive roofing company and they quoted you \$50,000 for a similar system? Given the choice, would you spend more money for a similar roof, or can I assume that Grosso University and our roofing solution would be the easy choice?”*

**Customer:** “We wouldn’t want to pay more, so definitely we would choose you guys.”

**Rep:** *“Lastly John and Mary, if you had a company quote you \$2,000 less than us for a good quality metal roof, however they did not offer a premium PVDF coating like our Fluropon. Now that you understand coatings and how Fluropon provides the ultimate protection, which roofing solution would you choose?”*

**Customer:** “We would still choose your metal roof.”

**Rep:** *“John and Mary, our customers choose us because we don’t sacrifice quality to save money. The reason we do twice as many roofs as any other company in the area is due to the quality products we install and how we stand behind them! Since its likely you are going to do business with us, anyway, let’s lock in these promotions so we can maximize your investment; fair enough?”*

**Customer:** “Your right, let’s do it.



## ◇ Price/Money Closes

### • Price is Too High Close

**Customer:** “This just seems too expensive right now.”

**Rep:** (5-10 sec pause) *“No problem, I understand. So, if I hear you correctly, the total investment is just a little more than you expected?”*

**Customer:** “Yea, it’s just more money than we wanted to spend on this project.”

**Rep:** *“I appreciate how you feel. With rapid inflation, this seems to be the case with everything these days, doesn’t it?”*

**Customer:** “Yes that’s true.”

**Rep:** *“Can I ask you an honest question? Say this project wasn’t expensive at all, and you were able to name your price for the work, what are the reasons you would do this?”* (Gets prospects off of logic and back on emotion)

**Customer:** “Well we love that this roof is quality and will save us money on energy!”

**Rep:** *“I couldn’t agree more! John and Mary, you mentioned earlier, and I know you were sincere, that you wanted a permanent solution to your problems, isn’t that true?”*

**Customer:** “Yes that’s true.”

**Rep:** *“Do you feel strongly that our Metal Roof is the permanent solution you’ve been looking for?”*

**Customer:** “Yes, we do!”

**Rep:** *“The big question we need to ask ourselves is this; should we spend what we wanted, and sacrifice what we need to solve our problems, or it’s it worth it to invest slightly more for a true permanent solution?”*

**Customer:** “We don’t want to do this again.”

**Rep:** *“I agree and would not let that happen to you. The only questions we need to answer right now are 1. Is this the roof you would want on your home, and what did you say? 2. Are we the company you would love to work with, and are we? 3. Does the total and monthly investment fit comfortably into your budget, and does it?”*

**Customer:** Yes!

**Rep:** *“I appreciate your confidence and I know you are going to love your new roof! Welcome to the Grosso University family! You deserve it!”* (Assume the sale)

- **Higher Authority Close: Customer Marketing Program**



## Customer Marketing Program

**Refer our Family to Yours!**

**Customers agree to items below based upon 100% satisfaction**

1. Place Grosso University Yard Sign in front yard for 30 Days
2. Take Photographs in front of the Yard Sign
3. Before and After photos of their project
4. Allow photographs to be used in Marketing and Social Media
5. Like & Share the Grosso University Facebook Fan Page
6. Post a Google Review upon completion
7. Copy and Paste Google Review on Facebook Page



Grosso University will authorize additional savings of \$\_\_\_\_\_

X  
\_\_\_\_\_  
Customer Authorization

X  
\_\_\_\_\_  
Date

X  
\_\_\_\_\_  
Representative Authorization

X  
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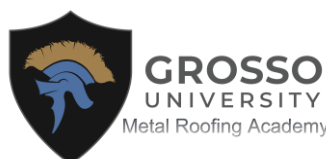


The Higher Authority Close is only to be used deep into closing after you have funneled it down to money. Before you execute the phone drop, you should have already established a total or monthly investment that the customers are comfortable with. This is a very powerful close that when used properly can have huge impact on closing. Again, if you can't close the sale on your own accord, the phone drop is **MANDATORY!** You miss 100% of the shots you don't take. Below is how to execute the phone drop and let's assume we are at \$27,800 and the customers said if we were under \$20,000, they would do it.

**Rep:** *"So if I hear you correctly and I think I do, had you been able to get everything we are offering for only \$20,000; you would have definitely been comfortable moving forward?"*

**Customer:** "Yes I think we would, but we know you can't do it for that price."

**Rep:** *"You may be right, but there is one more program you might qualify for. I was a little reluctant to bring this up earlier because I wasn't sure if it would even be available in this area. Also, I didn't know if this is something you both would be comfortable with. (Marketing Program Sheet) Occasionally when we are installing our metal roofing system, we look for homeowners who would make for a quality reference and help us market our business to their friends, family, and neighbors. (Read the Marketing Program) John and Mary, how many friends would you say you have on Facebook? Do*



*you feel by promoting our business in this neighborhood and helping us spread the word on social media, that we could generate more business?”*

**Customer:** “Yes you could definitely pick up more jobs in this area and we have several friends and family that need new roofing!”

**Rep:** *“Perfect, I will give the Marketing Manager a call to see what discount level we could extend to you for being a reference! If it he feels based on your neighborhood and your social media presence that it’s an A rated project, you could save a ton of money.”*

The tone of the conversation on a phone drop should feel like you’re persuading your marketing manager on why John and Mary deserve a big discount. You should be talking about all the jobs your company could pick up in the area, the scope of the project, and the great visibility they have in their front yard making their home perfect for advertising. Also brag about how many friends the customers have on Facebook and play up the hundreds of people that will be exposed to your services online. The customers need to feel that you are working for them and trying to save them as much money as possible. They should feel like the deal they get on their new metal roof is a rare offer that we can only allow for a few people each year.

Typically, the discount level offered for a phone drop is less than the Major Close discount. This gives the perception of you squeezing every last dollar out of the price and makes them feel you truly have no other discounts to offer. Remember just like before, avoid discount increments of 5% and 10%. An example would be, if the major close discount was 7.4%, this second discount should be an odd number less than that, such as 4.7%. You want to wait until you are off the phone before you tell your customers the good news.

**Rep:** *“John and Mary, I have some great news for you both! Our marketing manager must really want to earn your business because he is being very aggressive with his offer. He must also feel that we will pick up a ton of jobs from your neighborhood and social media presence. They are very willing to compensate you both for this. The only things he wanted me to mention is that this discount can only be tied to the Initial Visit Discount and cannot be offered for 1 year. He also mentioned that he needs you both to keep this secondary discount confidential because we wouldn’t be able to offer it to any of your neighbors, fair enough?”*

**Customer:** “Seems fair. So, what is the bottom line?”

**Rep:** *“So with all discounts and promotions applied, we are able to bring the total investment for the roof on your house, without sacrificing any of the quality you said you wanted, from \$27,800 all the way down to \$26,494! This saves you an additional \$1,306 or a grand total of \$3,526 for the finest roof without sacrificing quality! With your new total investment of \$26,474 and initial deposit of \$1,500; you would only have a monthly investment of \$289! So not only are you saving a substantial amount on the entire project, but you are also saving you a significant amount on your monthly investment! I know you said this was the roofing solution you wanted, and with these discounts, you are well in the range you said would be comfortable! Let’s make this dream a reality! You both deserve it! (Shake their hand)*



- **Three Question Close**

The Three Question close can be used at the end of any close. This close simplifies the customers decision to move forward with the project and re-commits them to the reasons why they should in fact move forward. Below is the Tree Question Close:

**Customer:** "I'm just having a difficult time making the decision right this second. It's a lot to think about."

**Rep:** (5-10 second pause) *"No problem, I completely understand. The only questions we need answered today are 1. Is this the roof you want installed on your home and what did you say?"*

**Customer:** "Yes we love the roof."

**Rep:** *"2. Is Grosso University still the company you want doing the work, and what did you tell me?"*

**Customer:** "Yes we like your company."

**Rep:** *"3. Finally does the total and monthly investment to own your dream roof fit into your budget, and does it?"*

**Customer:** "Yes we can afford it."

**Rep:** *"Congratulations! Let's lock all these promotions so you can maximize your savings!"*

- **The Liar Close**

Occasionally after you deliver the initial visit discount, you will have customers that question the legitimacy of the discount. They will say something like this: “You’re telling me that if I call you tomorrow, I wouldn’t be able to get that discount? I’m certain if we called you tomorrow you will still give me the price!” This is where the Liar Close is very effective. Now it’s important when you deliver the Liar Close that you remain very soft spoken and have a calm voice inflection. This will prevent you from coming off confrontational and kicking that customer into fight or flight. The Liar Close is most commonly paired with the 3 Question Close.

**Customer:** “You are telling me that if I call you tomorrow, I wouldn’t be able to get that discount? I’m certain if we called you tomorrow you will still give me the price!”

**Rep:** *“John and Mary, let me ask you a question. Let’s say you had a company come out to give you information on a new roof for your house, and during the appointment the sales rep lied to you, and you caught him. What would that make him?”*

**Customer:** “He would be a Liar!”

**Rep:** *“Would he be a Liar once, or a Liar period?”*

**Customer:** “A Liar Period!”

**Rep:** *“What would you do with a salesperson that was lying to you?”*

**Customer:** “We would kick him out of our house!”

**Rep:** *“I would do the same thing. John and Mary, the owners of Grosso University have a lot of pride in the company they’ve built. They have grown this business by treating everyone with honesty, integrity and respect. One thing they would never stand for is a representative of their company making false claims and lying to their customers, which I’m sure you can appreciate, true?”*

**Customer:** “Yes we can appreciate that.”

**Rep:** *“If a representative like myself offers a discount to a customer, and just one time goes against their word, it would not only be untruthful and unethical, but also illegal. There are truth in advertising laws we must follow that apply to anything promised in writing and also verbally. Obviously knowing our reputation is on the line, I’m sure you can appreciate why we offer this equally to all of our customers, true.”*

**Customer:** “Yes that makes sense.”

**Rep:** *“So the real question is not whether or not this promotion will be available tomorrow. The only questions we need answered today are, is this the roof you want installed in your home and what did you say?”*

**Customer:** “Yes we love the roof.”

**Rep:** *“Is Grosso University still the company you want doing the work, and are we?”*



**Customer:** “Yes we like your company.”

**Rep:** *“Finally does the total and monthly investment to own our premium metal roof fit into your budget, and does it?”*

**Customer:** “Yes we can afford it.”

**Rep:** *“Congratulations! Let’s lock all these promotions so you can maximize your savings!”*

# Chapter 12

## Step 10: Button Up

- **Notice of Cancellation Script**

The cancellation script is designed to reduce/eliminate the chance that customers will cancel on you in their 3-Day right of recession. This script is delivered after you have filled out all the required paperwork. As always, the best way to ensure a customer won't cancel is to give a masterful presentation and have them truly convinced they got the best bang for the buck; however, this button up script when properly executed will dramatically reduce your cancelation rate. It is important that when you deliver the button up you make it very sincere and maintain eye contact. Below is the Button Up:

*Rep: "John and Mary, there is one last form I need to cover before I leave and for me, this is the most important document I need you to sign because this is how I'm graded at my job! In the state of Ohio, you have what's called a 3 day right of rescission, and I'm required to cover this verbally and also in writing. This means that you have 3 business days, excluding weekends or holidays, to cancel this agreement. The owners of Grosso University understand that the #1 reason our customers cancel is because they are not comfortable with the investment they made. The sole purpose of my profession is to make customers like you feel 100% comfortable in our product, our company, and the total investment. So, the owners of Grosso University only allow us to have 2 cancels per quarter, and any more than that could result in losing my job! I love my job and I am the only bread winner at home so as you can imagine I can't risk losing my job over one order! If you felt at all uncomfortable with this investment, I would rather tear up this agreement and simply not do it. (Grab agreement and signal like you will tear it up)*

*So, before I get you both to approve this notice of cancelation, are you completely comfortable with the Fluropon® coated Metal Roof? Great, and are you both completely comfortable with Grosso University Installing your roof? Good to hear, and most importantly, are you completely satisfied with the total and monthly investment? So, I have you word you're not going to cancel? Thank you, all I need is your word! Congratulations and welcome to the Grosso University Family! (Shake their hand)*

- **Get Customers to Sell Back the Job**

After all the paperwork is filled out, it is important that the customers receive and organized folder with all their copies. This is called a leave behind packet. That sales rep should go over the paperwork in detail and then encourage the customer to file it away in a safe place, so they don't lose it. Once all the paperwork is put away, it is great practice for the salesperson to spend some time socializing with the customers. We call this "cleaning up the blood." It can leave a very sour taste in a customer's mouth when a salesperson gets the sale, and then quickly bolts out of the house in a hurry without cooling down the appointment.

After about 10 minutes of socializing, it's time to have the customers sell the job back! This is a major step in the button up that is often missed or skipped. We just spent the

last 2 – 3 hours selling the customers on us, now they need to sell themselves on the project. We want them to explain the reasons why they decided to move forward and layer those responses with more questions leading up to the big one, the price! Below is an example of selling the job back!

**Rep:** *"I am so happy for you both and excited to see this roofing project when it's finished. Get used to seeing this face because you will be seeing me a lot, and when I'm in the area, I will stop by and check out the work when it's finished. Now I personally love this job and take pride in how I represented my company. I have found that getting feedback from my customers on my performance is the most effective way to keep improving. So, for my own benefit, what were some of the reasons you decided to move forward today?"*

**Customer:** "Well we just love the roof and are impressed with the system!"

**Rep:** *"That's great to hear! And how about Grosso University as the company to perform the work? What did you like the most about how we do business?"*

**Customer:** "We are impressed with how professional you guys are and like the fact you have your own crews!" That is important to us!"

**Rep:** *"Excellent and I appreciate that feedback. Finally, do you feel that the quality and value you are getting exceeds the price? In other words, are you completely happy with the value in this investment?"*

**Customer:** "Absolutely! We feel we are getting the best product on the market and were surprised how affordable it was."

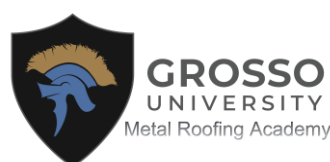
**Rep:** *"I am glad you mentioned that because that leads to the last thing I wish to discuss. After I leave here today, you are going to have a lot of people who want to talk to you about your next home improvement project with Grosso University. Now when you're talking to your friends and family about the new roof you are getting, what do you think the first question everyone wants to know is?"*

**Customer:** "They are going to ask about the price."

**Rep:** *"Exactly! Now if I were to come into your home and lay down a price of \$20k to 25K for your roof before you received this beautiful demonstration, what would you have told me?"*

**Customer:** "We would have told you it's too much money."

**Rep:** *"Absolutely because unless you see the quality and value in what you're getting, it's difficult for people to understand how great of an investment this is. So, I am going to ask you a favor. When talking with your friends and family about this project, if anyone is curious about our metal roof and what our pricing is, give them my name and number and I will be more than happy to give them the same education you received today. That way, they can appreciate the value just as you do right now, fair enough?"*





- **Next Day Follow Up Call**

Before leaving the customers house, assure them that you'll be seeing them again to check out the work after the installation and will be their point of contact moving forward. Occasionally after a salesperson consummates a sale, he will make the mistake of leaving in a hurry and then never talk to the customers again, which occasionally can leave a sour taste in the customers' mouth. Let the customers know you will be giving them a courtesy call the next morning at 9 am in case any questions come up overnight. This one phone call can be the saving grace of a customer wanting to cancel because it gives the customers the peace of mind, they need that you care about them. Proving to them that you are available the next day for all communication is a strong button up tool and should be practiced religiously!

## **In Summary**

**Grosso University Methodology is not theory or opinion. This is proven to be the most effective sales methodology in the industry and is currently put into practice by the most powerful sales teams in the industry. Just remember that the brain is like a bucket with a hole in the bottom. If you don't practice every day and rehearse these scripts, you will lose everything you've learned. Just like any muscle, you must train your brain every single day and find that inner 5-year-old that has no limits! Sales is a 100% attitude business, and you need to raise the bar on what you think is possible. Winning isn't everything, but the WILL to WIN IS! Best of luck in the days, months and years ahead!**

**“Yes, You are a Closer!”**

## **Sales Warrior Pledge**

*"I, as a Grosso University Sales Warrior, from this day forward, pledge to unlock my full potential in all areas of my life! Under no circumstances will I accept any road that leads me towards poverty or misery. From this day forward, I will DEMAND ABUNDANCE AND PROSPERITY, relentlessly pursue my dreams, and never give up! I understand that the most important sale I will ever make is selling myself to myself and will never sell myself short! I am prepared to throw out all the excuses, ignore the naysayers and I understand that my success will only be inhibited by the limits I put on my own imagination! I am a specially trained agent of influence who can confidently influence others in the direction in which I want them to go and pledge to never ending improvement in my sales profession!*

*I'm committed to maximizing the full power, authority and responsibility that has been entrusted to me. I love myself; I feel fantastic and YES, I am a CLOSER!"*

