



WHITE PAPER:

**13 WAYS RESTORERS
KILL SALES**

13 WAYS RESTORERS KILL SALES:

1. Using Prospecting Methods That Don't Work

Many restoration contractor salespeople have been taught to spend most of their time “route marketing”, also known as “donut dropping”. Drop in calls and bringing goodies is not inherently bad but there is a time and place for these activities. The biggest problem with “donut dropping” is that it is an interruption of the target’s day and there is no valid business purpose for the call and no real methodology for actually getting the meeting with the decision maker.



Professional salespeople understand that the key to success is “getting the meeting”. The key to getting the meeting is to have a variety of prospecting tools in their toolbox. By using and tracking the effectiveness of these various tools, salespeople soon understand those that produce the best results and then stop wasting their time on less productive methods.

This type of tracking also allows restorers to predictably drive the growth of their business based on the known results of various types of prospecting and sales activities.

2. Not Understanding the Gatekeeper’s Role in the Sale and How They Can Help You

Most restorer salespeople have one of two strategies for dealing with gatekeepers. The first is to simply “market to the gatekeeper”, which is based on not having a methodology to get past the gatekeeper to the true decision maker(s). You may get to know all there is to know about Susie at the XYZ Agency and keep her well supplied with treats but never get any business!



The second is to treat the gatekeeper as an obstacle to steamroll, deceive or otherwise bulldoze through to get to the decision maker.

Both of these methods are extremely low efficiency and should be replaced with much higher percentage procedures that understand the gatekeeper’s position at their company and their extremely important role in making the sale.

Salespeople must understand the gatekeeper’s process and how to work with that process to communicate effectively with them. By including them in the overall decision making and sales process, gatekeepers are treated with respect for their role and are correctly seen as a part of the process of getting the meeting with the appropriate decision maker.

And, when appropriate, skillful methods of bypassing gatekeepers can be employed that do not damage the relationship with this crucial contact at the target organization.

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3. Not Having a Purpose for the Call

When asked how they are going to approach a sales call, restorer salespeople often say things like, “Hey, I’m a great people person. I’ll just wing it.”

Unscheduled sales calls are always an interruption and almost always unwanted and irritating—especially if you are trying to meet with decision makers.

It is a matter of respect for your target’s time and for your own sales process to ensure that you have a valid business purpose for every call, especially unscheduled calls!

Valid business purposes can include review of a project/claim, responding to an inquiry, dropping off information that is helpful to the target, inviting the target to educational or social events and so on. Resolve never to just “stop by and say hi” without also having a solid business reason for making the call.

4. Not Knowing What to Say

Great salespeople understand that there are winning “scripts” that they develop over time. Simply put, there are certain things to say and certain responses to things targets say that enhance effective communication and lead to business generating relationships.

Given that this is true, it is possible to “reverse engineer” the sales process and understand exactly what these scripts are.

Rather than learning these scripts the hard way (if they ever get learned) salespeople can understand the most successful methods of communication from the very beginning and thereby greatly enhance their percentage of success.



5. Saying the Same Things as Your Competition

Restorer salespeople often say exactly the same things. They will say things such as:

- “We offer 24/7/365 emergency service.”
- “We have IICRC certified technicians on every job.”
- “We are a full service contractor that can handle everything.”
- “We’ve been in business a long time.”
- “We really care about our customers.”

When you say the exact same things as your competition you give your target no reason to change and choose you!

Given that restorers often follow each other around making sales calls, saying the same exact things as the salesperson that just left the office is about as low efficiency as it gets!

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6. Not Understanding What Makes You Different and Better

Restorers often don't have a clear idea of what makes them different and better. The best way to think about this is to consider how you would answer the question from a prospect, "I already work with a restorer. Why should I use you instead?"

As you can see from item number five, if you answer that question with the same things that everyone says you are not giving your target any reason to hire, refer or work with you!

Understanding difference is a key strategic element to a restorer's marketing. Salespeople must understand their company's differentiation and how to communicate that difference.

Some examples of differentiation include faster, mitigation specialist, (or full service) transparent, biggest, single specialty (water, crime scene, etc.) and so on. Often, well differentiated companies may have three or four elements that separate them from their competition.

7. Not Knowing How to Deal with the Incumbent Contractor

Restorers often act as if there is no incumbent supplier to deal with. Instead, they launch into a long winded diatribe about how great their company is.

There are two problems with this. First, your target probably doesn't care and has heard the same things you are saying a thousand times.

Second, you are implying that your target made a bad decision in choosing the contractor they are currently working with.

Instead, restorer salespeople need to skillfully determine whether or not there is an incumbent contractor and then find out the level of satisfaction with that vendor. Once this information has been obtained, the restorer needs effective strategies for communicating compelling reasons for the target to consider an additional supplier without making them feel that they made a bad decision with their current contractor.

8. Not Understanding the "Pains" of Your Targets and How You Can Help Them

One inviolable rule of sales is, "No dissatisfaction, no sale!" This is why it is so important to understand the pains (problems, challenges, headaches, "owies") of your targets. If you can't find a problem that you can help your target with, they are extremely unlikely to change.

After all, the contractor they are currently working with can dry a building, remove smoke odor, perform mold remediation, etc.!

This is why a central part of the Sales Mastery for Restorers process is to create "Target Pain Profiles" of the targets restorers call on.

Then, once you understand the pains your targets have you can communicate how the unique attributes of your company and the way you do business can help alleviate those pains. If you can do this successfully you will find that the topic of restoration itself is rarely part of the conversation!

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9. Not Knowing Where You Are in the Sale

One of the most difficult parts of being a salesperson is the feeling of being out of control of the sales process. It is easy to be manipulated by your prospects and often times, even when you feel that you are making great progress, the work never seems to materialize.

This is the result of not understanding the fundamentals of the sales and communications process and not having a Sales Model to follow.

With a Sales Model, you will be able to understand the process that you are in and especially, exactly where you are in that process. You will have the power of understanding the best way to communicate to achieve a positive outcome. And that positive outcome can be a yes or a no but not a dreaded maybe!

A Sales Model is like a well marked highway. By reading the signs you know where you are, when to turn left, where to exit and so on. When salespeople have a well integrated Sales Model their job becomes much less stressful and much more predictable.



10. Not Having a Sales Process to Follow

In addition to not having a Sales Model to follow, not having a Sales Process to follow also dramatically lowers efficiency and effectiveness. With many targets, restorer salespeople have to earn their right to a meeting and earn their right to a trial and then to ongoing work.

How do restorer salespeople earn those opportunities?

They earn them by having a Sales Process. This means that they understand the series of activities that they will go through to reach the desired outcome—income, profits and commissions.

Instead of some open ended, often inconsistent set of unplanned or poorly considered activities a Sales Process provides a highly focused, pre-determined series of actions that are driving towards a specific goal.

11. Not Having a Goal for Your Sales Activities

Many restorer salespeople seem to think that their job is to build relationships, stay in front of potential customers or referrers and to “stay busy” seeing as many people as possible. This is fine as far as it goes but often translates into the “busy but no business” syndrome.

If salespeople don’t have a very specific goal in mind then they are unlikely to achieve it! Another way of saying this is, “If you don’t know where you’re going, any road will take you there.”

Restorer salespeople should be crystal clear that the end result of their sales activities needs to be income and profits for their company and increased commissions for themselves—in other words, paying work! Anything less and they have not achieved their purpose for the organization or for themselves!

In order to accomplish this, restorers need to address both the strategic and tactical aspects of their marketing plan to give their salespeople the tools necessary to succeed.

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12. “Selling Too Soon-itus”

Most salespeople, in all industries, tend to sell too soon. What this means is that they start making “offers” or start blasting away with the “feature and benefits machine gun” way before they have an understanding of critical information from the prospect.

The most important information is whether or not the target has pains that are not being alleviated by their current supplier that you can help with!

Other information that is necessary to obtain before making offers is to discuss any financial issues, come to an understanding of the decision making process and to agree that the prospect is in a position to make a decision (yes or no is acceptable!). You need all of this information BEFORE you make any presentation that gives away all your “gold”.



When you follow this process you will find that it is easy to “close” 90% of the presentations you make while eliminating huge amounts of wasted time presenting to targets that are unlikely to buy.

13. Not Understanding Their Role as a Resource

Restorer salespeople need to understand that their targets are really evaluating two things; what your company can do for them and whether or not you, the salesperson can be a valuable resource to help them professionally.

The first issue can be addressed by a well-articulated message that understands the pains of your targets and the strategy and tactics your company employs to address them.

The second issue must be addressed by the salesperson’s mastery of the sales process, on-going professional development leading to true expertise in their field as well as being a source of vital information specific to helping their targets grow their business and maximize their own professional success.



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