



## WHITE PAPER:

# TOP 5 SALES CHALLENGES FACING RESTORATION CONTRACTORS AND WHAT TO DO TO OVERCOME THEM

# TOP 5 SALES CHALLENGES FACING RESTORATION CONTRACTORS AND WHAT TO DO TO OVERCOME THEM:

---

## Challenge #1: Not Driving the Growth of Your Own Business and Being Overly Reliant on TPAs

While the insurance industry likes to hide their figures; according to Business Insurance, “Claims handled by the top 7 TPAs grew 23% or \$1.3 Billion from 2017 to 2018.”

And while we may not have access to the exact data, you and I both know that more and more claims are going through TPAs. In fact, the insurance carriers are pretty clear that **their goal is to have higher and higher percentages of claims processed through TPAs.**

Maybe you were sitting in the room with me at the Nexxus conference in 2018 when a presenter from a top 5 insurance company stated as plain as day that their goal was to have 80% of all property claims run through a TPA (from somewhere around 20% in 2018)!

Now, insurers say that the reason they love TPAs so much is because customer service is so much better when their customer’s claims are restored using TPAs. However, according to Mark Bernstein, Vice President and Director of National Accounts for Carl Warren & Company, the purpose of using TPAs, “has become almost purely cost reduction.”

It appears to many industry observers that **TPAs do not care whether you make a profit or build a successful business.** There. I said it.

So, you have an important business decision to make and that is, how much of your business do you want to come from TPAs?

But maybe the even more important question is, what is your alternative?

### What to Do to Overcome This Challenge:

It is critical that restorers have their own sales programs in place to drive the growth of their own business so that they aren’t relying on TPAs—or for that matter weather or good luck! One of our clients says that working with TPAs is like smoking crack. You say you’re only going to do it once or twice but before you know it, you’re hooked! 😊



### But why?

Well, it makes sense that **if you don’t know how to get business any other way**, that’s what you will default to, even if it’s not good for you in the long run!

If you haven’t built a sales program before (or even if you have and want to make it world class) the good news is that we are the best in the world at helping restorers set up and operate such programs.

Overall, **BDA clients have generated well over \$100 million in new business outside of TPAs** utilizing an almost turn-key marketing and sales program. If you want to build your own sales program, we are the experts.

## TOP 5 SALES CHALLENGES FACING RESTORATION CONTRACTORS AND WHAT TO DO TO OVERCOME THEM: *Continued*

### Challenge #2: You May Be Wasting Many of the Leads That You're Already Getting!

In a challenging sales environment it only makes sense to try to close every viable lead you get, doesn't it?

All too often, your staff are **production instead of sales focused!** This can be a big deal because they may see incoming leads as more work 😞 to be dealt with instead of sales opportunities to be closed!

Remember that your leads are only as good as your company's ability to close them into profitable jobs.

Now, no matter where your leads are coming from, **you are paying for them one way or another!** Here's what happens when you install a program to increase your close rates:

- You can make a **huge impact on revenues!**
- You **increase net profits** and to the extent that this additional revenue gets you past break-even, you increase them significantly!
- You **increase the effectiveness** of your marketing and sales budget dramatically!
- And you do all of this **without spending a single cent more** on advertising!

BDA created "Closing the Loop, Closing the Deal" to help restorers accomplish all this easily. We install an integrated sales process so that everyone from your intake person, lead techs and estimator/PMs are **working together to close more leads into jobs.**

Given the hyper-competitive state of the restoration industry, this is a unique and important program for any restorer that wants to thrive and not just survive.



## TOP 5 SALES CHALLENGES FACING RESTORATION CONTRACTORS AND WHAT TO DO TO OVERCOME THEM: *Continued*

---

### Challenge #3: You Have an Entire Team of People and Every One of Them Should Be Part of Your Sales Department!



Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University Philip Kotler said, “The sales department isn’t the whole company, but the whole company better be the sales department.”

And that makes sense. Every one of your employees has both personal and business contacts that they could leverage to build relationships, make connections and generate referrals.

But **non-sales employees tend to freak out** when you tell them they are part of the sales team. For a lot of people, “sales” is a dirty word. Selling is manipulating people to buy things they don’t really need or want, right?

So, you need a way for everyone to feel good about helping your clients and providing world-class service. People love to help each other, and we have to provide a simple and easy way for them to do that.

**We train all your staff to see how critical they are** in terms of client satisfaction, retention and referrals achieved by the experience they create for your clients. Your employees will derive far more job satisfaction by knowing that they are delivering the kind of Above and Beyond Service that will “WOW!” your customers and **create Cheerleaders** for your business and **massively enhance your company’s reputation.**

Instead of selling, they will be **building your company’s brand** because, after all, what more is brand than your company’s reputation in the marketplace?

## TOP 5 SALES CHALLENGES FACING RESTORATION CONTRACTORS AND WHAT TO DO TO OVERCOME THEM: *Continued*

---

### Challenge #4: You're Pretty Sure That Your Sales Team Could Generate More Revenue but Aren't Sure How Much or How to Achieve That

Many companies have already seen the value of having their own sales team and sales program—congratulations! That's the first step.

But many owners look at their expenses to run their sales program, the activities and results of their salespeople and in the wee hours can't escape a **nagging feeling that the sales department should be producing more.**

You may not be able to put your finger on exactly why you feel that way, but it just won't go away. And you're not sure what to do to find out if you're right and if you are, what to do about it.

That's because the biggest challenge every business owner has is that **"you don't know what you don't know"!**

The good news is that there is **now a comprehensive, restoration specific diagnostic and assessment tool** for your sales department, large or small. You will have industry experts conduct an extremely thorough process to look at your people, strategies and systems and will tell you whether your people can actually execute the company's strategies, meet your expectations and belong in the roles they are in.

We will also go a step further to see **how well your entire organization supports your sales program** and what steps might be needed to optimize your overall processes and systems. And, finally, you'll have a comprehensive report detailing **exactly what to do to get the results you want!**

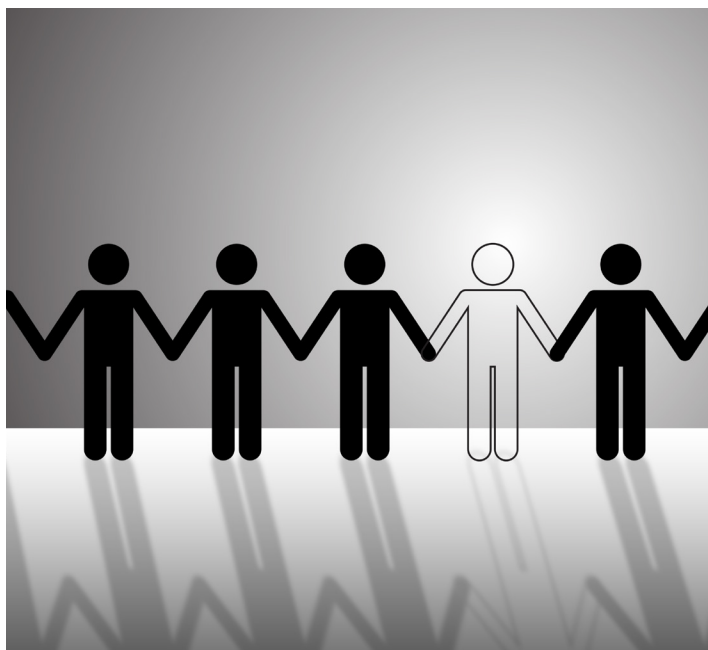
This is powerful and unique information that simply **cannot be obtained anywhere else!**



## TOP 5 SALES CHALLENGES FACING RESTORATION CONTRACTORS AND WHAT TO DO TO OVERCOME THEM: *Continued*

### Challenge #5: No One at Your Company is Directly Responsible and Accountable for Sales

Restoration businesses have to run “flat” because the industry we’re in makes it very challenging to have the necessary managers or layers of management that would make for an optimal team. And one of the **positions that is often left unfilled** is the VP of Sales or Sales Manager. This often extends to the Marketing Manager role as well.



As Peter Drucker said, “What gets measured gets managed, and what gets managed improves!” This is never truer than when it comes to the sales department.

#### Why?

Salespeople **are more subject to emotional swings** than almost any other employee. This impacts their motivation and commitment and so they need supportive management that stands with them as they do a very stressful job but also can coach them to be more effective.

Did you know that, according to award winning sales expert Dave Kurlan, a modern Sales Manager **should spend 50% of their time coaching** their salespeople!

Clearly, today’s Sales Managers must not only be able to “work the CRM”, they must understand the sales process that their people are following so that **they can work with them to help them succeed**.

So how do you achieve this when you don’t have the budget for a Sales Manager? Some of BDA’s programs include a “fractional Sales Manager” as part of the package. We will **act as a part-time Sales Manager** coaching your people to implement the proprietary programs that have allowed our other clients to **generate more than \$100 million in new business!**

This is a great way to get restoration specific sales management along with powerful and proven programs to grow your business!

*For more information about how BDA can help you drive the growth of your business without relying on programs, weather or good luck or with any of these other issues, contact us for a free, no obligation conversation concerning your specific business challenges!*