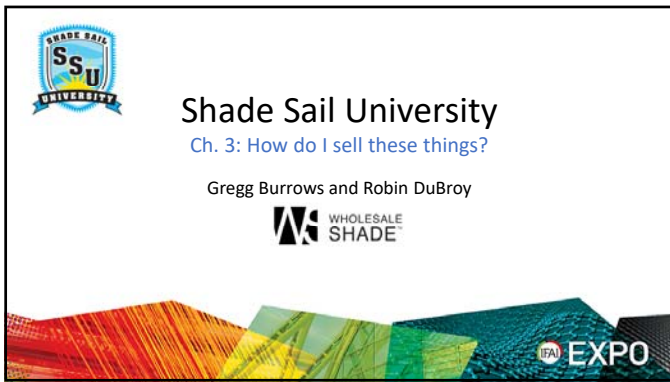




1



2



3

Selling Shade Sails is much like selling anything else, you must find out what the customer wants and then provide it to them.

In addition to your normal selling skills, Shade Sails do have some unique features that you also need to know:

- Unique Vocabulary
- Basic Construction Knowledge
- Design Options

**Get familiar with your VOCABULARY
And do your homework.**

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There is a lot of information to gather. **Having a System** puts it all together.

A selling system includes consistent information gathering using Documents.

We will present a couple of forms today, or you can make your own. This critical to the selling process

This system gets the Information you need - not only to close the sale, but to get the job done right.

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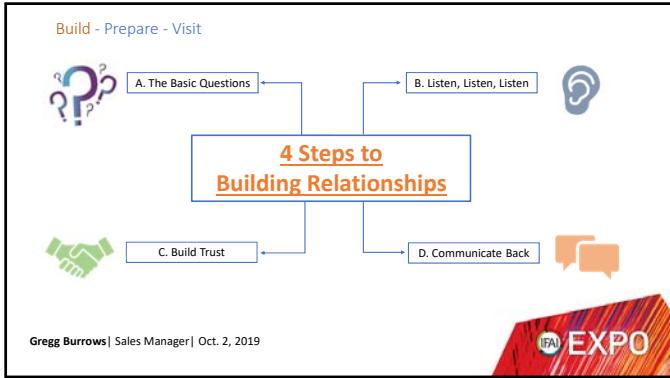
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CUSTOM SHADE SAIL SELLING PROCESS

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Form # 1 Prospect Sheet

Qualify The Customer

Qualify the Customer:
 Avg Residential - \$5-8K
 Avg Commercial - \$20-30K
 Avg Square Foot - \$7 sail only
 Avg Square Foot - \$20-25 installed

Don't be afraid to ask what their budget is!

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IFA EXPO

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A. The Basic Questions

- Why?
- When?
- What?
- How?
- Where?
- Who?

WHOLESALE SHADE
 165 S. Pacific Street
 San Marcos, CA 92078
 (760) 623-3269

PROSPECT SHEET

SMILE ☺

How did you hear about us?

Customer name: _____ Customer e-mail: _____
 Phone number: _____ Website Address: _____

Why Purpose (shade or design or both)?
When Timeline?
What Size and shape of area?
How Permits / HOA approval?
Where Posts needed? Building attachment points?
Who are the decision makers
Why do you like shade sails vs. other shade products?

Customers Number One Concerns:

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Build - Prepare - Visit **Customer need : A lot of shade during the summer!**
Number one concern: I don't want to block my view!

B. Listen, Listen, Listen: Top salespeople listen more than they talk. Finding the customers number one concern will help you design a sail that fills a need while avoiding what they do not want.

C. Build Trust: Stay away from acronyms and buzz words like Hyperbolic Parabola, at this early stage to avoid confusing your customer.

D. Communicate Back: Restate your customers need, their timeline, expectations and discuss next steps.

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 Phase one is about getting a quick yes or know, so you don't waste your time with the no and make the yes happy.

Quick Yes or No

<p>YES? send an email</p> <p>NO? it's OK, make them feel good</p> <p>Customer e-mail sent? _____</p> <p>NO?</p> <p>It's ok. Help them leave feeling good about shade sails and about you.</p> <p>Remember, they may not be your customer today, but they could recommend you to their friends and family.</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Residential \$5-8K</td></tr> <tr><td>Commercial \$20-30K</td></tr> <tr><td>Square foot installed \$30-35</td></tr> </table> <p>Will be sending e-mail with FAQs, top ten mistakes, photos for ideas, and common hurdles to overcome before starting the project</p> <p>Ask for wide angle photos to be e-mailed</p> <p>Have reviewed info on photos</p>	Residential \$5-8K	Commercial \$20-30K	Square foot installed \$30-35
Residential \$5-8K				
Commercial \$20-30K				
Square foot installed \$30-35				

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3 Steps to Prepare for the Site Visit

1. Send Prospect Email
2. Respond to Email
3. Schedule a Visit

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Prospect Email


Prepare the customer and yourself for the first visit.

The prospect email should contain:

GENERAL INFORMATION	JOB SPECIFIC QUESTIONS
<ul style="list-style-type: none"> A list of FAQs. Top Ten Mistakes to Avoid. A series of photos to help determine what the customer wants to see. A list of common hurdles to overcome before starting a shade sail project. An example of a job, start to finish, that is in line with their project. 	<ul style="list-style-type: none"> Ask them to reply to the email and attach some design ideas and wide-angle photos of the area.

Let them know you will call back to schedule an appointment once you have reviewed the information.

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Prospect Email

Prepare the customer and yourself for the first visit.

For Example:

"Dear Mrs. Jones,


Thank you for your call about shading your backyard. I'd love to help you make sure that your kids are protected from the sun while they swim in your new pool. Before we schedule an on-site visit, I need a little bit more information from you that will help me with design ideas and give you a ballpark price.

Please do the following:

- Review the attached FAQs and let me know if you have any other questions.
- Check out the attached Top 10 Mistakes to Avoid.
- Reply to this email and attach wide angle photos of the area you want to shade and let me know what your initial design ideas are.

Once I receive your images and design ideas, I will call you to go over a ballpark cost and to arrange an onsite visit."

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Respond to the Customers Email


Calculate a ballpark cost and make sure the top half of the prospect sheet is filled out.

Then call the customer.

For Example:

"Hi Mrs. Jones, this is Gregg from Shade Sails, do you have a minute to go over your shade sail project? It looks like there are several good places to attach to your building. If we add a few posts I think we can achieve your goal of shading the shallow end of the pool, so you can keep an eye on the kids without getting a sunburn and stay within your budget of 5 to 8 thousand dollars. I also came up with an option to share 2 of the posts and add a second sail that will shade the BBQ for most of the afternoon."

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Schedule a Visit

Confirm the customer needs and interest in moving forward:

"How did I do Mrs. Jones; did I miss anything?"

AND


"When would be a good time to come out to your restaurant, take measurements, and make sure all of your questions are answered. You mentioned that your designer (or wife, partner, owner) wants to see the colors in person, can we schedule a time where all the decision makers will be present?"

NO?

It's ok. Help them leave feeling good about shade sails and about you.

Remember, they may not be your customer today, but they could recommend you to their friends and family.

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Form # 2 Proposal

Use the information gathered from the prospect sheet, conversations and e-mails to establish a preliminary proposal.

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The Jobsite Visit

Finding the need, asking more questions.

Beginning:
Ask Questions and Listen.

Middle:
Educate the Customer –
Form vs. Function
OR Design vs. Shade.

End:
Turn your Proposal Sheet
into a Contract.

Grab your completed **Proposal Sheet** and start the meeting by restating the purpose and what you hope to accomplish.

For Example:

“Mrs. Jones, my #1 goal today is to answer all of your questions. I’ll take a look around and soak in all the details as we talk. By the end of our meeting we’ll feel comfortable that we’ve designed the best solution for your needs, and I can leave you with a quote good for 30 days.”

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The Jobsite Visit

Beginning – Listen, Listen, and Listen Some More.

Rule Number 1: Listen to the customer.
Identifying what the customer does **NOT** want can be more important than finding out what they do want.

Ask Questions
You cannot find a solution until you identify what the problem is and the only way to find what the customer wants is to ask questions.

Customer Question – “What colors are available?”

Answer with a Question – “What colors do you like?”

“The direction of a conversation is directed by the person asking the questions.”

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Form
Design Examples

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Form & Function
Design Examples

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Visualization Tools

Make sure your customers see your vision.
AND make sure it matches their vision.

Photos and examples are great, but a 3D rendering goes a long way to build trust and confidence in you.

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The Jobsite Visit

End - Communicate/Close the sale.

With your **Proposal Sheet** completed, you'll be able to present your customer with a detailed quote for services and cost.

You can have your customer sign the **Proposal Sheet**, turning it into a **Contract** on the spot.

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The Jobsite Visit

End - Communicate Back/Close the sale.

Closing Example:

"We know that your neighbor cut down the tree that used to provide shade on your patio. This makes it too hot for the family barbeques that you used to have. We can come in and install two shade sails with 3 posts and 3 attachment points on the house that will give you your patio back. These sails use commercial grade fabric, all stainless steel, marine grade hardware, and carry a 10-year warranty. It will take 2-3 weeks to install the attachment points and another 2 weeks to install the sail. The price is \$7,550.00 including installation."

"Did I cover everything?"

"I would like to do this work for you, it will look great and solve your sun problem. When I ask my customers what they would do differently if they had it to do over again, the most common answer is that they wouldn't have waited so long."

When would you like to get started?"

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Did you get the job?

Yes **No**

Congratulations!


It's ok. Help them leave feeling good about shade sails and about you. Remember, they may not be your customer today, but they could recommend you to their friends and family.

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Top 3 Takeaways from Chapter 3: Selling

1. Develop a good selling system to get the information you need for a job and use it every time.
2. Listen to your customer and ask questions. Sometimes what they don't want helps guide your plans better than what they say they do want.
3. It's important to build trust with your customer. They will recommend you to their friends and neighbors and help you expand your business.



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Thank You



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See you next year!



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