

BONUS STEP—Your Score Card, Also Known As “Competing Against Yourself”

Once you’ve nailed down and honed your sales and estimating process, keep working to improve it and track your results each week. Bottom line, your biggest competition is yourself!

Leads per sale: Selling is like golf—you’re really playing against yourself. Just like golf, it’s rewarding to see your score improve and useful to know why.

When you understand that the average cost of a lead in the home improvement industry is reportedly just under \$300, you can see that it pays to be more efficient with your sales process.

Your mission is to create a project that can be delivered in a satisfactory manner for all parties, while creating a customer for life who will enthusiastically refer other customers to you. How customers view the outcome of such projects often depends on the selling process. Under-promising and over-delivering can earn a customer for life, but it’s sometimes easier said than done. Know this: it’s essential to make sure your customers are satisfied, so check back with them after the job is completed. It makes sense to go back and make any repairs or adjustments your customers reasonably request. By doing this, you ensure good word of mouth and the likelihood of referrals to come.

See the bonus tools, *Your Weekly Sales Score Card* and *8 Tips For Successful Contracting* that

accompany this article. Below is an example of how you might track leads with the tool.

How many leads do you need to make a sale?

Here’s how it might work:

- ▶ 10 incoming phone calls
- ▶ 8 appointments
- ▶ 3 sales

Naturally, the number of leads you need (Leads per Sale, or L/S), will vary depending on your type of contracting business. The number of leads typically decreases with your years of experience and training, while the close rate should go up accordingly.

What dollar volume do you produce per number of leads consumed?

We refer to this as ‘production/lead’ or PPL.

What percentage of your sales result from repeat and referral customers?

It’s not unusual to see repeat and referral business making up 60-80% of a contractor’s annual business. These types of leads are less expensive than the others, making them even more desirable. This is another (big) reason to make sure your customers are satisfied with your work, and to take

care of reasonable follow-up fixes or requests they have so you gain those referrals.

Good luck, keep tracking your weekly progress, and aim high with *Your Weekly Sales Score Card*.

Bonus Tool: Your Weekly Sales Score Card

It's easy to keep track of your sales performance and compete against yourself. Just fill this score card out at the end of every week. Download easy to complete copies of the *Your Weekly Sales Score Card* on the NYSERDA Home Performance Portal dashboard and chart your progress.

Production Per Lead—New Business	
Number of leads	<input type="text"/>
Number of appointments	<input type="text"/>
Number of jobs sold	<input type="text"/>
Sales volume	\$ <input type="text"/> . <input type="text"/>
Production per lead	\$ <input type="text"/> . <input type="text"/>
Production Per Lead—Repeat/Referral Business	
Number of leads	<input type="text"/>
Number of appointments	<input type="text"/>
Number of jobs sold	<input type="text"/>
Sales volume	\$ <input type="text"/> . <input type="text"/>
Production per lead	\$ <input type="text"/> . <input type="text"/>
Total Sales	
Total sales	\$ <input type="text"/> . <input type="text"/>
Percentage of sales from	<input type="text"/> %
repeat/referral business	

For more sales and marketing insights, look for the Selling Efficiency Series on your NY Home Performance Portal.

Mike Gorman is the leading expert in teaching contractors how to best position and price their business to increase sales. He's an award-winning contractor, author, and consultant.

Bonus Tool: 8 Tips for Successful Contracting

Success has a process. Post these tips somewhere you'll see them every day and they'll become a natural part of your business.

Bonus Tool: 8 Tips for Successful Contracting

- 1. Strike up personal conversations.** Use your conversation starters to let your prospects open up and talk about themselves. It's the first step to building strong customer relationships.
- 2. Ask the right questions from day one.** Use your *Prospect Capture Form* to record critical information and determine your best leads.
- 3. Strive for the "one-call close."** When you display professionalism, enthusiasm, value, and confidence at your first meeting, you're more likely to leave with a firm commitment.
- 4. Become the trusted expert.** Whomever does the best job educating the prospect and earning their trust always wins — at their price and on their terms.
- 5. Put your promise in writing by using the *My Personal Guarantee* form.** A personal guarantee that you will be professional, responsive, courteous, and thorough sets you apart and builds stronger relationships.
- 6. Control the budget conversation.** When you lead with the benefits and quality of your work, price objections get pushed more easily aside or never come up.
- 7. Turn happy customers into more customers.** Your customers can be the source of referrals. When you partner with the right businesses, their happiest customers can become your next leads.
- 8. Never stop communicating.** It's as true in business as it is in personal relationships. Communication is key. Staying in touch with prospects and customers is as important as doing great work.