

# Nurture Prospects Who Don't Immediately Buy

The average contractor closes three out of 10 leads in the initial selling period, whether it requires one call or more. Of the remaining seven leads, 60% will buy from someone within a year. That's 4.2 more sales that were missed.

## Why do prospects fail to buy?

There are three ingredients always present when a sale is made: Need, Ability, and Trust. If any of these ingredients is lacking, the chances of a sale are diminished. But, you can do things to raise these chances:

- ▶ *Increase Need* by doing a great job of informing the prospect about the conditions in the home.
- ▶ *Increase Ability* by making it easy for the prospect to buy (recommend financing, tax credits, and other financial incentives).
- ▶ *Increase Trust* by exceeding expectations (return phone calls sooner than promised, call in advance if you are running late, consistently follow-up after the first call, and generally deliver more than you promise).

## What are they really saying?

Some prospects will say, "I need to think it over," but this is just their polite way of saying, "No, we can't afford it or don't want it." It's important then to put a "fence" around this prospect's timetable, so that you aren't led longer than necessary:

"I understand you may have some additional factors to consider. What if I check back with you on Friday, would that give you time for this? Shall I call you at the office on Friday morning?"

## Keep in touch

It's important to follow up with all of your 'not solds' by mail, email, or phone. Your efforts to close 'not solds' should be ongoing. Work in stages.

### 1. Immediately after your proposal

Mail or email a letter or postcard immediately after the first visit. It should be a warm, friendly, and personalized note, mentioning observations and learnings from the initial visit. Include personal references to things previously discussed for example, their son's football game. Thank the customer for taking the time to discuss the project and restate the benefits. Commit to holding the price you quoted for a short period. Gently remind them of why they should move ahead.

### 2. Two weeks after proposal

Mail or email a survey to all the decision makers that asks how you did. If mailing, include a self-addressed stamped envelope and crisp \$1.00 bill as a "thank you" for them taking the time to help you improve your business. Follow up with a phone call 10 days after you send the survey, whether you receive a response or not, and try to better understand the obstacles keeping them from making a sale.

### 3. One month after proposal

Follow up with a special offer such as one of these three:

- ▶ A product-related offer with an expiration date, free Concierge Club membership, a maintenance contract, discount on a Tesla battery or "smart" thermostat.

- ▶ Notice of an impending price increase—avoiding a price increase is always an inducement to urgency. Perhaps you could include a price increase notice from your supplier.
- ▶ Speaking at an event where you'll talk about new inducements like rebates or free installation. These may be 'factory sponsored' incentives for a limited time. Again, a reprint from your supplier describing the offer adds credibility to your promotion.

### 4. Ongoing

Add the prospect to the distribution list for your blog, email, or mail and follow up every month. Your communications should include items like these:

- ▶ Information on changes in product, prices, seasonal specials, tax credits, financing programs, lower rates, etc.
- ▶ Timely reminders such as setting clocks forward in spring and back in the fall and changing the batteries in the smoke detector.

**See the [Top Five Reasons tool](#) that outlines the reasons why people don't buy and what you can do about each one.**

# The Top Five Reasons People Don't Buy and What To Do About It

Sometimes people truly are just “kicking tires,” but more often than not there are reasons they’re not buying. Here are the some of the most likely reasons and what you can do to break through to a sale.

Reasons people don't buy	Solutions you can apply
<b>1. They don't understand how critical their need is.</b>	Call out symptoms you see, smell, and measure during the home tour to provide irrefutable evidence that improvements are necessary.
<b>2. They feel the quoted price is too high.</b>	Base your estimates on a unit/cost system so there are hard numbers behind your quote, and prepare a worst-case scenario total to set a price anchor that you can then beat with a phased quote.
<b>3. They don't appreciate the value of an improvement.</b>	Tie each symptom to the added comfort, health, and asset protection improvements will provide, and that they'll never have to worry about them again.
<b>4. They want to talk to more than one contractor.</b>	People may talk to many contractors, but the one who does the best job educating them and earning their trust will win the work.
<b>5. They don't trust the job will be done right.</b>	Be the professional they can count on from day one—timely, polite, prepared, and knowledgeable. Always refer to similar, successful jobs you've done in the past.

**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.*