

STEP 5—Tour Your Prospect’s Home and Share Your Expert Observations

Use your knowledge as you gather more information during a tour of your prospect’s home. Keep the conversation going, and use your tools to “make the invisible visible” to your prospect.

You’ve established a baseline of trust with your prospect by presenting yourself professionally, sharing conversation, and asking questions that deliver key information. Now it’s time to take a closer look at the prospect’s home and use your tools.

Let’s look at that tour in STEP 5. When you’re ready to invite prospects to join you on a tour of their home, keep observing. Everything you learn about their lifestyle, family activities, habits, and buying experiences will give you clues about what’s important to them.

The greater your expertise in asking questions that deliver more information, the greater your success will be. Take the opportunity to teach them how to be better buyers of your products and services.

First, use the accompanying tool, *My Personal Guarantee*. You might say, “Before we look at your home more closely, let me give you *My Personal Guarantee*.” Place two copies of *My Personal Guarantee* on the table and read from your copy while they look at theirs. Then, sign their copy and put your personal cell phone number below your signature.

This tool sets you apart from the competition, helps build trust, and gives you a chance to address the topic of referrals.

The tour is where you “make the invisible visible.” During your tour, you can make observations while sharing solutions to issues the prospect has. Use the *Home Tour Tip-offs* tool that accompanies this article—a list of the top 12 items to look for during your

tour. Your prospect may also bring up issues and ask questions like:

- ▶ Why do I have to turn up the volume on the television when the furnace or air conditioner fan runs?
- ▶ Should we close the door on the spare bedroom to save on heating and air conditioning?
- ▶ Why does our house smell musty?
- ▶ Why does everyone sneeze when we turn on the heat for the season?
- ▶ What are those stains around some of my light fixtures?

Now is the time to use tools. They give you a huge advantage over other contractors because you can first tell the customer what appears to be going on, and then prove it with the tools. You can even coach prospects to begin to diagnose problems on their own.

Your tools can confirm the story of the home’s performance so effectively that it’s like bringing an army of “third parties” to testify that your diagnosis is correct.

Use these more common tools to explore, record, and quantify:

- ▶ Tape measure
- ▶ Laser measuring device
- ▶ Camera
- ▶ Flashlight
- ▶ Ladder
- ▶ Plastic trash bag
- ▶ Overshoes
- ▶ Pocket knife or probe
- ▶ Screwdrivers
- ▶ Thermometer
- ▶ Digital manometer measuring pressures
- ▶ Hygrometer/thermometer (check moisture/temp)
- ▶ Smoke pencil

- ▶ Laser thermometer
- ▶ Infrared camera
- ▶ Photos of blower door, duct blaster

Leave the following tools in your truck until the job has been sold:

- ▶ Blower door
- ▶ Duct blaster

Be sure to have photos of these last tools on your cell phone or tablet to help your prospect understand how they work.

Also be sure to explain how remediation work needs to follow the proper sequence in order to deliver the most value. For example, you wouldn’t want to replace the HVAC system before you repair the leaky duct system or upgrade the insulation at the thermal boundaries of the structure, because then the HVAC system could be oversized.

While sharing information with the prospect:

- ▶ Be enthusiastic
- ▶ Be clean and considerate
- ▶ Demonstrate common tools
- ▶ Involve the prospect
- ▶ Explain the sequence
- ▶ Make the invisible visible

You can use the *Personal Guarantee* and the *Home Tour Tip-offs* tools to build trust and uncover home improvement needs during your tour.



Tool #5a: My Personal Guarantee

Set yourself apart from your competition while easing any nervousness your prospect may feel. It's as easy as putting your promise in writing and signing it.

I guarantee that:

- ▶ I will return your calls within one hour during business hours.
- ▶ I will return emergency calls immediately, any time.
- ▶ I will call if I'm ever going to be more than 15 minutes late.
- ▶ I will listen to your needs and draw upon my expertise and experience to present recommendations.
- ▶ I will provide an accurate, fixed-price proposal at your first meeting if possible, or within two days if not.
- ▶ I will clearly specify what is and is not included in my proposal.
- ▶ I will care for your home, yard, family, and pets as if you were part of my family.
- ▶ I will install the best solutions for you considering your needs and budget.
- ▶ I will do top quality work.
- ▶ I will clean up during and after installation.
- ▶ I will be courteous and professional, striving to keep you as a customer for life and earn your referrals to family, friends, and others.



Tool #5b: The Home Tour Tip-offs

Use this checklist during your home tours to spot potential problems and areas of improvement:

1. Interior doors slam shut at certain times
2. Dust piling up on the door jambs
3. Mold growing on the wall in bedroom
4. Black soot marks around the bottom of gas atmospheric water heater
5. CO alarm goes off intermittently
6. Must turn up the volume on the television when the furnace or air conditioner fan runs
7. Can't keep the paint from peeling off walls
8. Family feels sick for some time after my neighbor has his lawn treated
9. Carpet in my new home looks gray, except under furniture, under the interior doors, or around the outside walls
10. Moisture dripping from my ceiling registers or water stains on the ceiling
11. Fireplace doesn't draw properly
12. Stains around some of my light fixtures

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