



In-Home Selling

A Roadmap to Success

WILL
YOU
HELP
ME?

28%

*Harvard Business Review

Our Vision

- What is In-Home Selling
- Why a Sales Process
- Understanding GAF 4 Selling Fundamentals

Goals:
Comfortable
Knowledgeable
Awareness



80%

of Roofing Contractors
fall short with their sales process

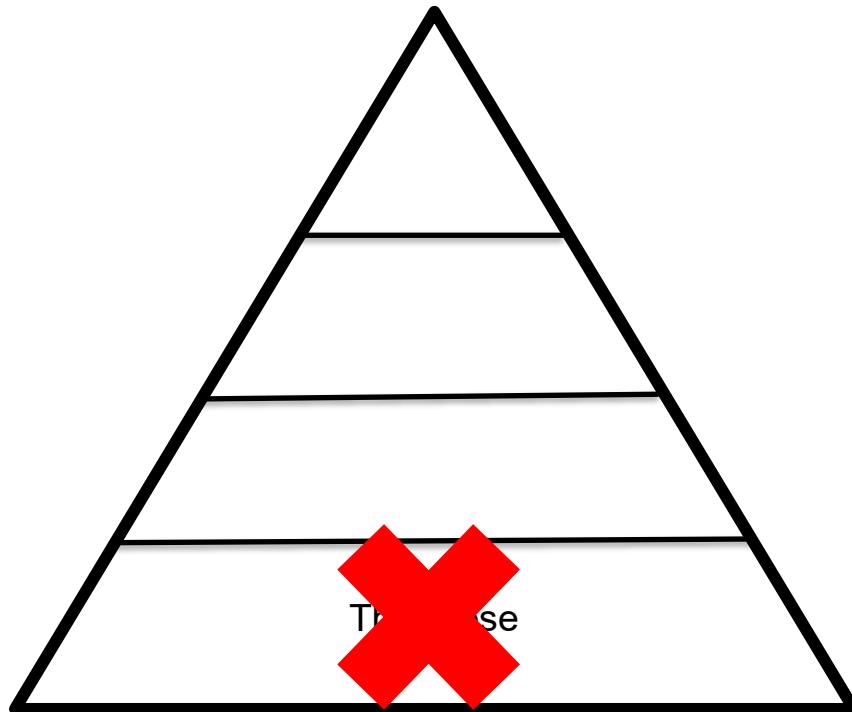


This is nothing new!

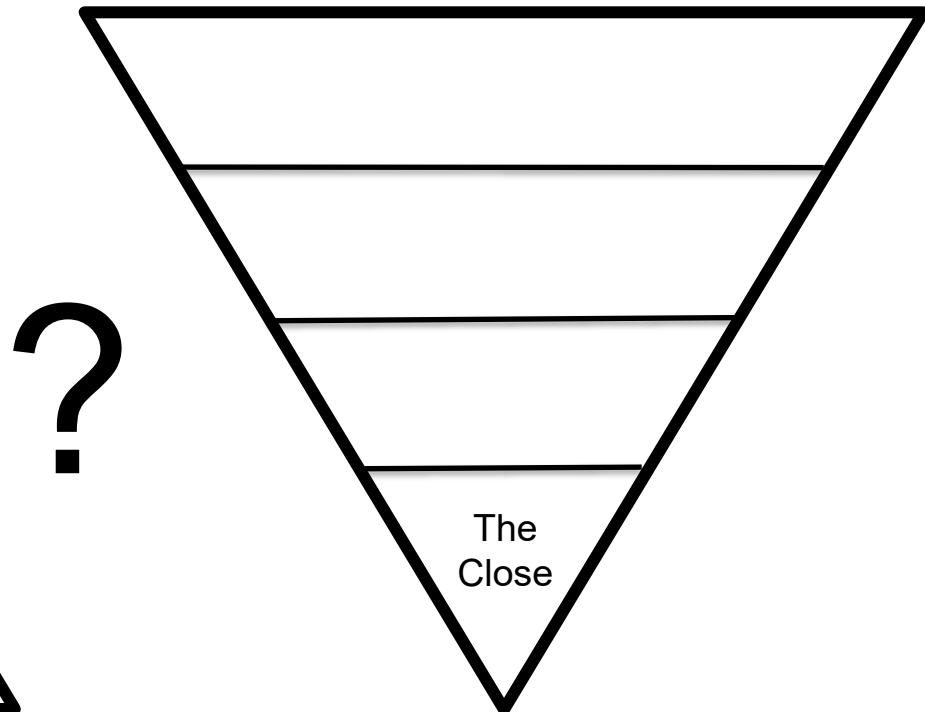
- **Insurance
vs Retail**



1



2



The Close

The
Close

GAF Selling Fundamentals



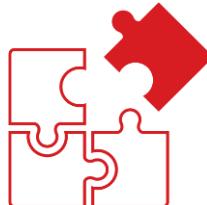
Step 1: **Start Smart**

Control the
Controllable(s)



Step 2: **Analyze Needs**

Inspection / Measure



Step 3: **Offer Solutions**

Company Story /
Products



Step 4: **Next Steps**

The Close / Warm Down



Step 1: **Start Smart**

Control the Controllable(s)

Sales Process





**Do's and Don'ts of a home improvement
roofing professional?**

- Positive Attitude
- Practice (comfortable)
- Control the Controllable(s)















You & Your Business
Have 7 Second To
Make A Positive First
Impression.

— Forbes 2018



**Positive
1st Impression!
How do you do it?**

Building Rapport

Why?

- So Everyone Can Be Real
- Find Shrine
- Law of Reciprocity
(100 unbreakable laws)



FAMILY OCCUPATION RECREATION



The Critical Details

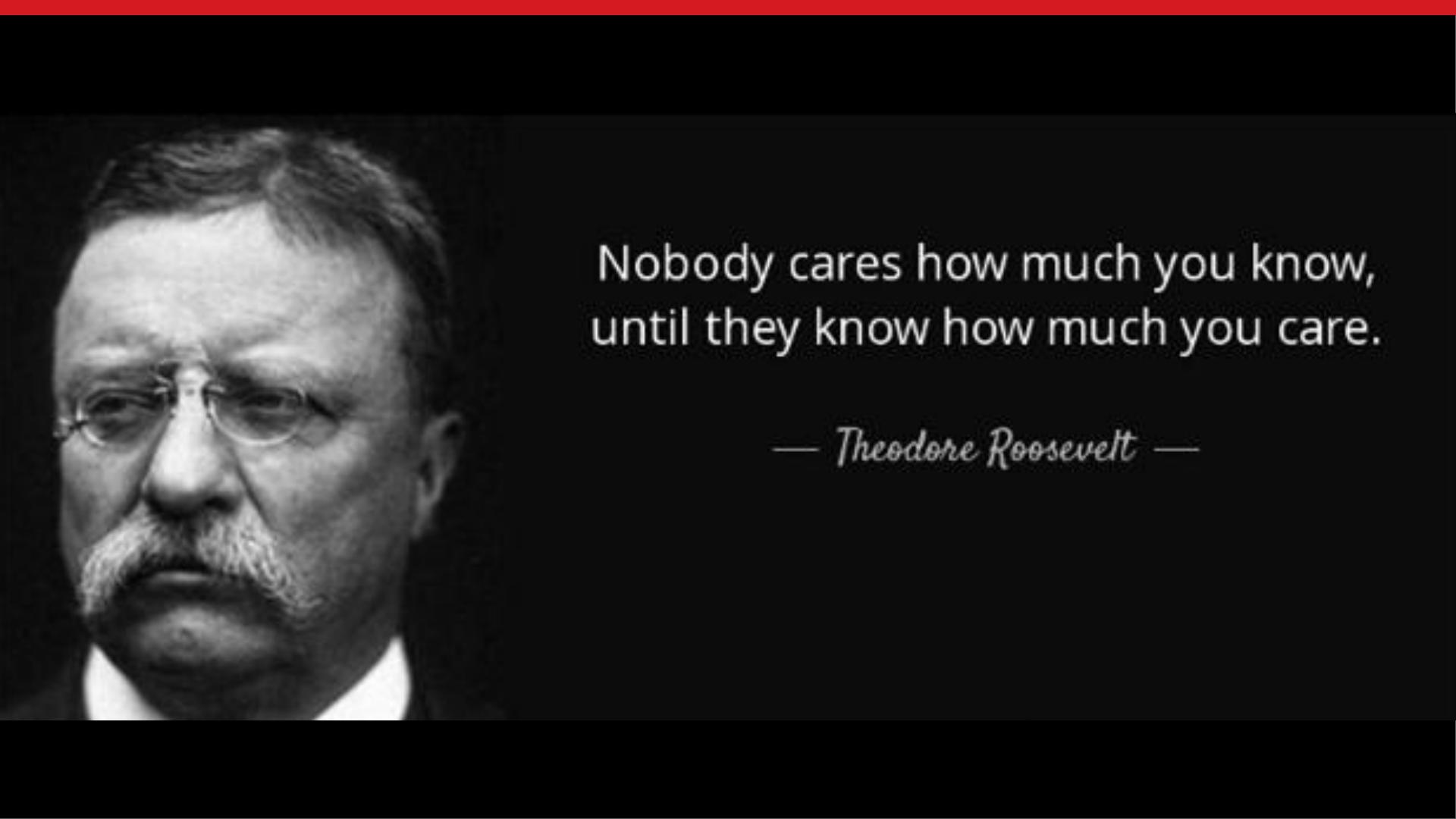


Gather Information

*85% of customers think negatively of salespeople who don't take notes.

— *Ariel Group



A black and white portrait of Theodore Roosevelt, the 26th President of the United States. He is shown from the chest up, wearing a dark suit, a white shirt, and a patterned tie. He has a full, bushy white beard and mustache. He is wearing round-rimmed glasses and looking slightly to the right of the camera with a serious expression.

Nobody cares how much you know,
until they know how much you care.

— *Theodore Roosevelt* —

I'VE LEARNED THAT
PEOPLE WILL FORGET
WHAT YOU SAID, PEOPLE
WILL FORGET WHAT YOU
DID, BUT PEOPLE
WILL NEVER
FORGET HOW
YOU MADE
THEM FEEL.

Maya Angelou



Share the Agenda



GAF Selling Fundamentals



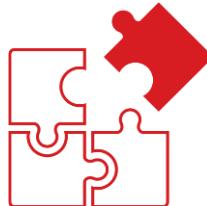
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Step 2: **Analyze Needs**

Inspection / Measure



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Company Story /
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Step 4: **Next Steps**

The Close / Warm Down



Step 2: **Analyze Needs**

Inspection / Measure

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Home Evaluation Questions

Discussion with Homeowner

Name:

Address:

Home Phone:

Mobile Phone:

Email:

Other:

Insights & Issues		Project Needs & Wants	
Why Interest Now?		Observations? Roofs Like/Dislike	
Why This House & Neighborhood?		Options? You Are Considering	
Plans Moving or Staying?		Criteria? Your Decision	
When Last Replaced?		Financing? Options	
Problems? Ice? Attic? Other?		Timetable? Considerations	
Concerns Rising Energy Costs?		Neighborhood Schedules/Sensitivity	
Home Comfort Issues – Hot & Cold Areas?		Placement – Trucks, Dumpster, Supplies?	
Aware Bad Contractor Experiences?		Future Plans Change House Color?	
		If Award Project – Picture w/Family?	
		Project "Magic Wand"? Describe Desires	

Important Notes:

**Keep Their Mind
Occupied with
Roofing.**



Organize Findings

Roof Inspection Form

Applicant/Insured Name: Ralph Russell Application/Policy #: 187291056

Address Inspected: One Nelly Drive Orlando, Florida

Date of Inspection: 7/6/18

This sample *Roof Inspection Form* (or a similar form) must be completed and signed by a Florida-licensed professional. The form will not be accepted without the dated signature of one of the following appropriately licensed inspectors:

- General, residential, building or roofing contractor
- Building code inspector
- Florida-licensed home inspector

Note: This form does not verify loss mitigation features. Use *Uniform Mitigation Verification Inspection Form OIR-B1-1802*.

Be advised that Underwriting will rely on the information in this sample form, or a similar form, that is obtained from the Florida licensed professional of your choice. This information is used only to determine insurability and is not a warranty or assurance of the suitability, fitness or longevity of the roof inspected.

Roof (Photos of each roof slope showing the roof's condition must be submitted with this form.)

Predominant Roof Covering material: <u>Asphalt shingles</u> Roof age (years): <u>30 years</u> Remaining useful life (years) <u>4 years</u> Date of last roofing permit: <u>2011</u> Date of last update: _____ If updated (check one): <input type="checkbox"/> Full replacement <input type="checkbox"/> Partial replacement % of replacement: _____ Overall condition <input checked="" type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory (explain below) Any visible signs of damage / deterioration? (check all that apply and explain below) <input type="checkbox"/> Cracking <input type="checkbox"/> Cupping/curling <input type="checkbox"/> Excessive granule loss <input type="checkbox"/> Exposed asphalt <input type="checkbox"/> Exposed felt <input type="checkbox"/> Missing/loose/cracked tabs or tiles <input type="checkbox"/> Soft spots in decking <input checked="" type="checkbox"/> Visible hail damage Any visible signs of leaks? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Attic/underside of decking <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Interior ceilings <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Secondary Roof Covering material: _____ Roof age (years): _____ Remaining useful life (years) _____ Date of last roofing permit: _____ Date of last update: _____ If updated (check one): <input type="checkbox"/> Full replacement <input type="checkbox"/> Partial replacement % of replacement: _____ Overall condition <input type="checkbox"/> Satisfactory <input type="checkbox"/> Unsatisfactory (explain below) Any visible signs of damage / deterioration? (check all that apply and explain below) <input type="checkbox"/> Cracking <input type="checkbox"/> Cupping/curling <input type="checkbox"/> Excessive granule loss <input type="checkbox"/> Exposed asphalt <input type="checkbox"/> Exposed felt <input type="checkbox"/> Missing/loose/cracked tabs or tiles <input type="checkbox"/> Soft spots in decking <input type="checkbox"/> Visible hail damage Any visible signs of leaks? <input type="checkbox"/> Yes <input type="checkbox"/> No Attic/underside of decking <input type="checkbox"/> Yes <input type="checkbox"/> No Interior ceilings <input type="checkbox"/> Yes <input type="checkbox"/> No
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Remember!

Timing

How Many Days
Work Hours
Effect of Weather

Potential Problems / Unforeseen Costs

Cracked Driveways
Cracked Drywall and Nail Pops
Hazards Surrounding Home
Nails in Tires
Landscaping Damage

After We Leave

Nail Debris
Granule Loss
Lumpy Shingles
Brown Patches of Grass

Pre-existing Conditions

Gutters
Siding
Skylights
Furnace Pipes
Bad Plywood

Homeowner Homework

Mow Grass
Cover Pools
Move Outdoor Plants/Furniture
Cover Items Stored in Attic
Cover Attic Fans
Tarp Beneath Skylights
Provide Electricity/Breaker Access
Move Fragile Items from Walls
Move Cars to the Street
Plan Satellite Service Appointments
Plan for Pets
Plan for Loud Noise for Long Hours



Step 3: **Offer Solutions**

Company Story / Product

GAF Selling Fundamentals



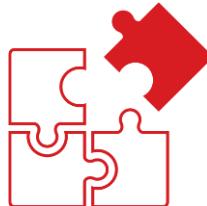
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Control the
Controllable(s)



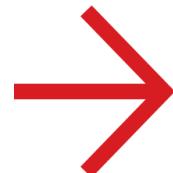
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Inspection / Measure



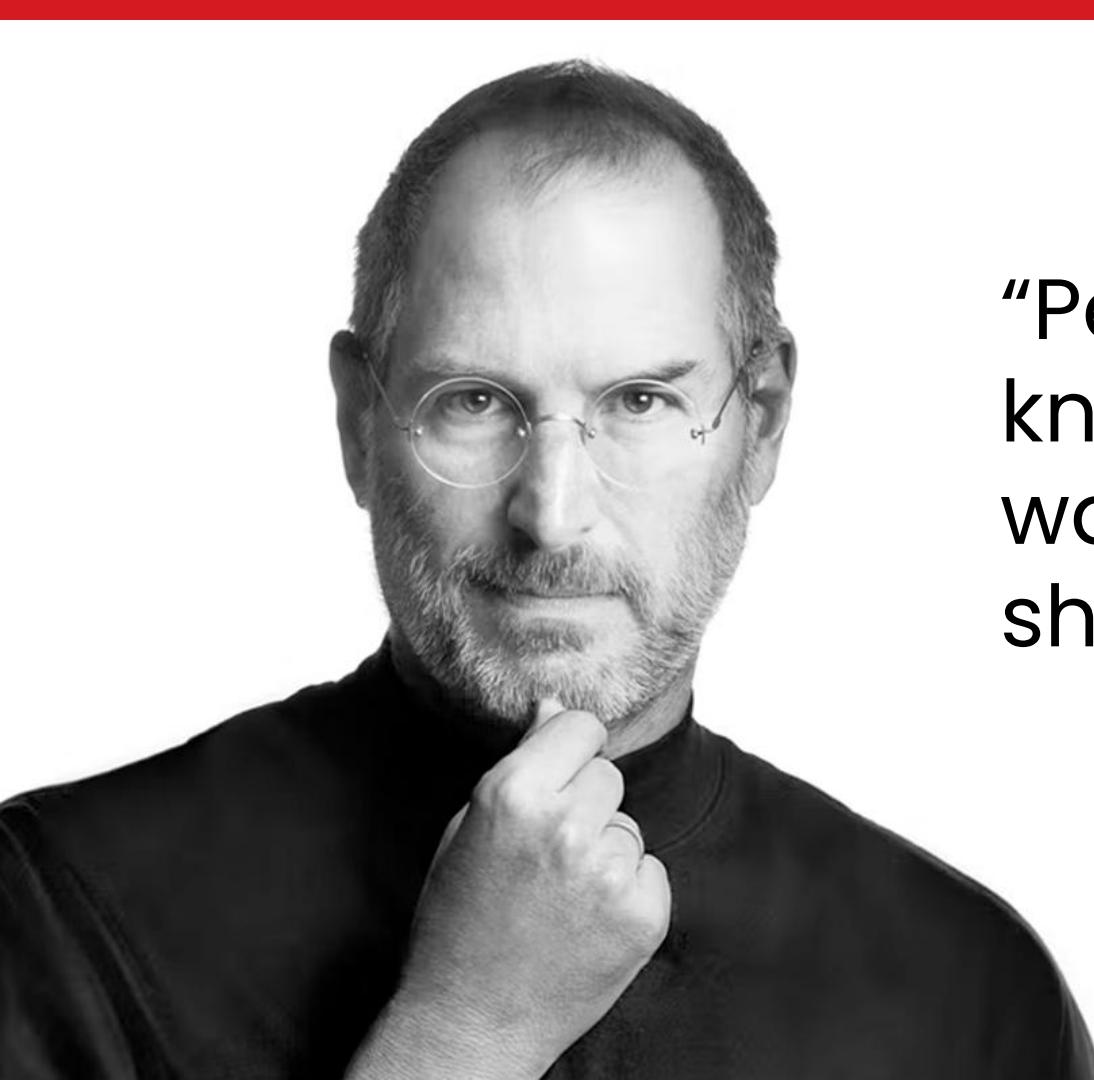
Step 3: **Offer Solutions**

Company Story /
Products



Step 4: **Next Steps**

The Close / Warm Down

A black and white portrait of Steve Jobs. He is wearing round-rimmed glasses and a dark turtleneck. His right hand is resting against his chin, with his index finger pointing upwards. He is looking directly at the camera with a thoughtful expression.

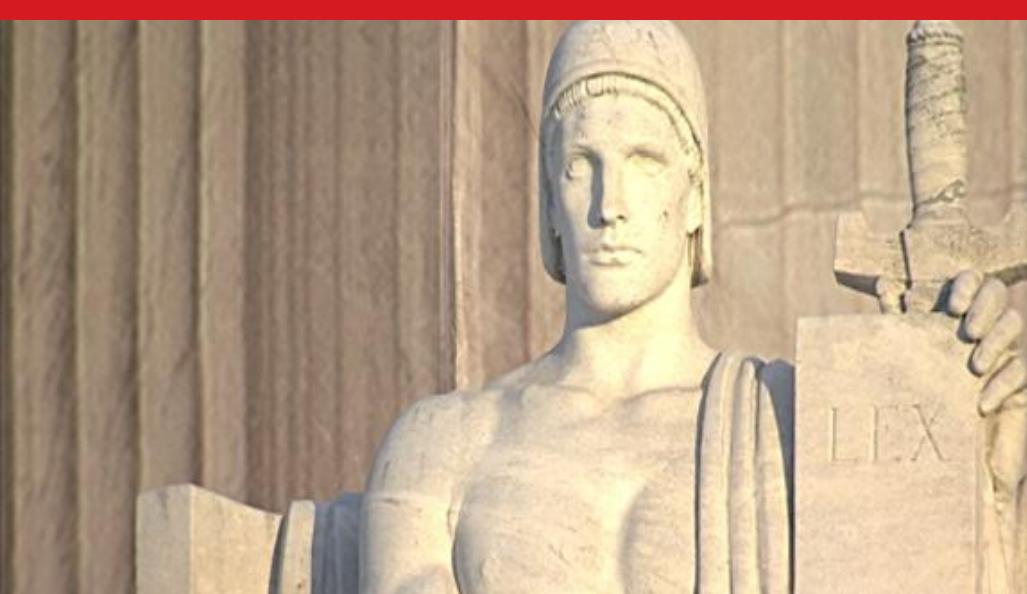
“People don’t
know what they
want until you
show them.”

- Steve Jobs (2011)

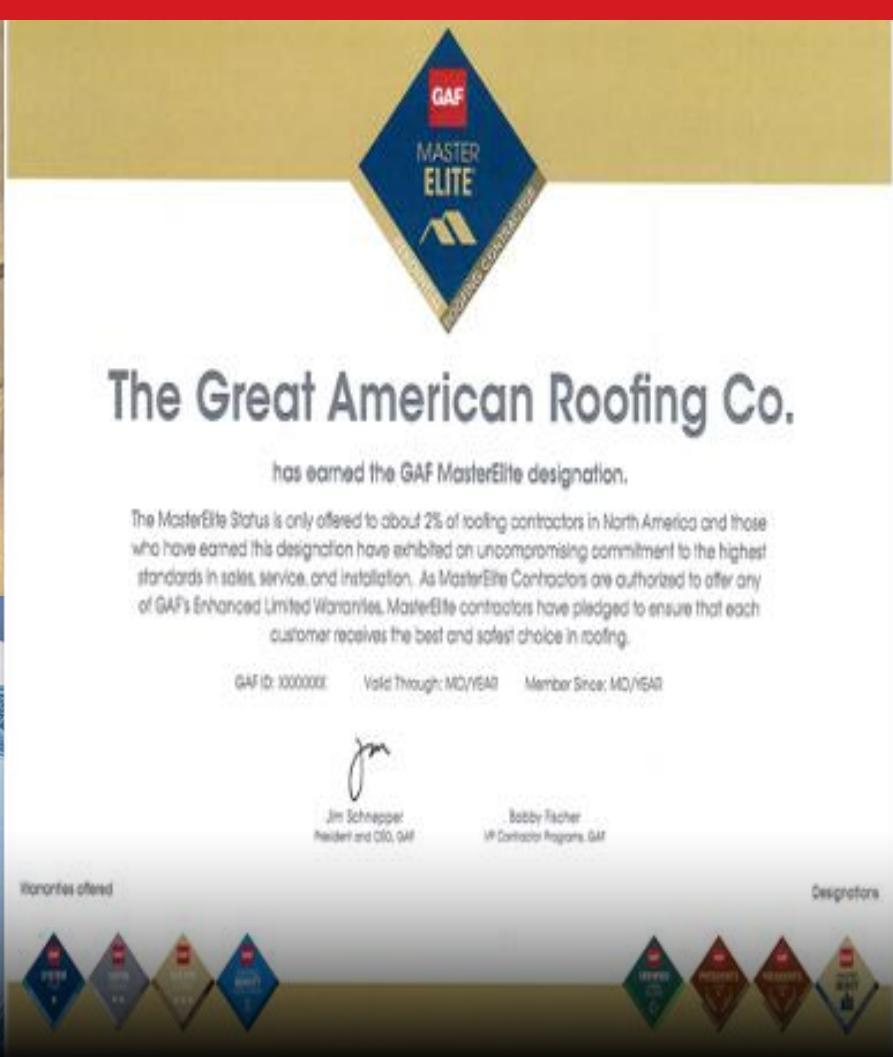


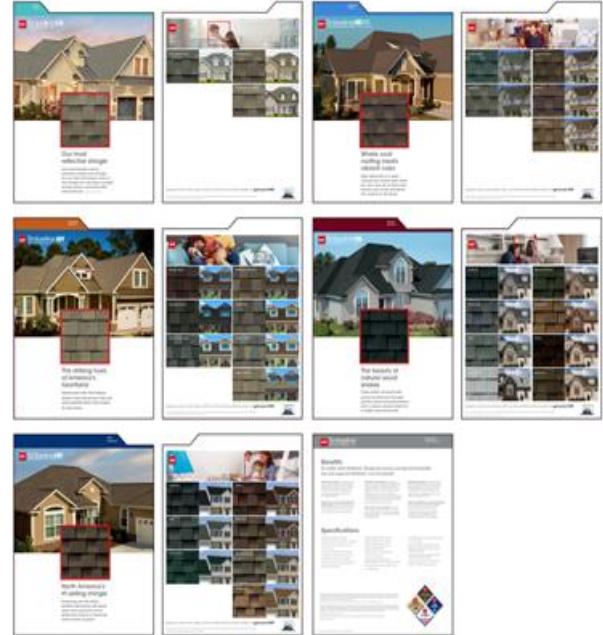
Company Story





Law of Authority





Proposal Folders and Literature

A

Always

B

Be

C

Closing

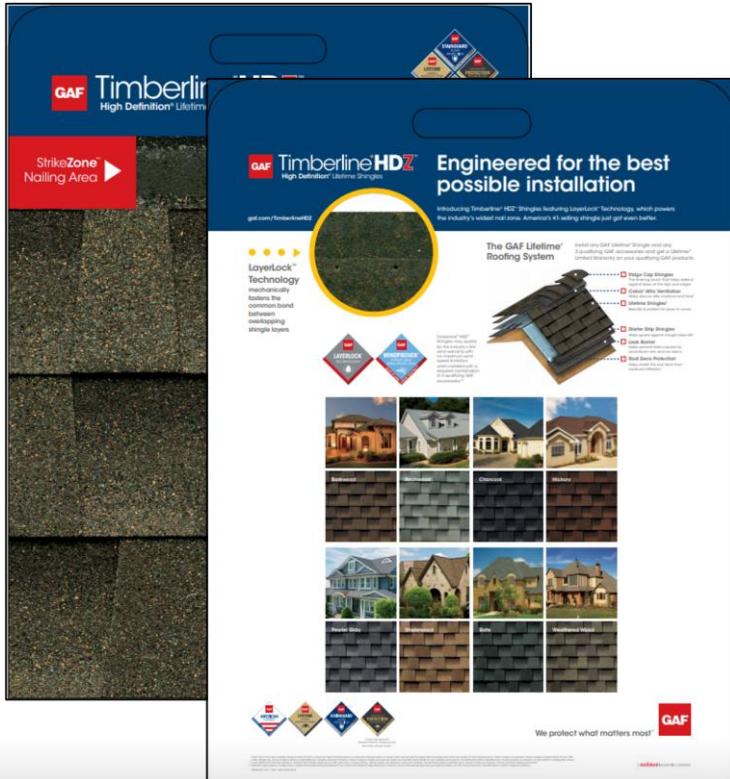
Trial Statement

Roof System

1. Ridge Cap Shingles
2. Cobra Attic Ventilation
3. Lifetime Shingles
4. Starter Strip Shingles
5. Roof Deck Protection
6. Leak Barrier

Inform the Homeowner: A Roof is more than just a Shingle





Product Demo



A

Always

B

Be

C

Closing

Trial Statement



Step 4: **Next Steps**

The Close / Warm Down



	Good	Better	Best
Shingle			
Warranty			
Affordability	\$12,750 or \$169.00	\$14,613 or \$193.00	\$16,350 or \$216.00

Offer Choices

Offer Choices

Mr. and Mrs. Homeowner,
your investment amount
for the project is \$159 per
month or \$10,000.

Which is more affordable
for you?



at once



per month

Simple Proposals

- **Never use a contract**
- **Less is More**
- **Payment & Price**

		First United Methodist Chu 2207 9th Avenue, Haleyville, Alabama 355	
WARRANTY	Superior Package	Premier Package	Economy Package
UNDERLayment	GAF FeltBuster	GAF FeltBuster	Synthetic Underlayment
DRIP EDGE	26 Gauge Painted Metal	.019 Gauge Aluminum Alloy	Match Existing
PIPE FLANGES	Ultimate Pipe Flange	Ultimate Pipe Flange	Match Existing
STARTER SHINGLE	GAF Pro Start	GAF Pro Start	Non-Specified
SHINGLE STYLE	Timberline ULTRA HD	Timberline HDZ	Architectural
VENTILATION	GAF Cobra RIGID Vent	GAF Cobra RIGID Vent	Match Existing
HIP & RIDGE	GAF TimberTex	GAF TimberTex	Match Existing
<hr/> Or		<hr/> Or	



Asking for the Business

Organize Findings / Recap

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Date of Inspection: 7/6/18

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Remaining useful life (years) **4 years**
Date of last roofing permit: **2011**
Date of last update: _____
If updated (check one):
 Full replacement
 Partial replacement
 % of replacement: _____
Overall condition
 Satisfactory
 Unsatisfactory (explain below)

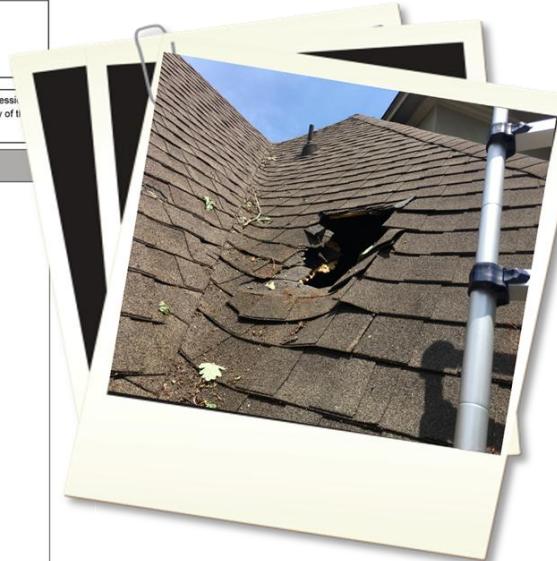
Secondary Roof
Covering material: _____
Roof age (years): _____
Remaining useful life (years) _____
Date of last roofing permit: _____
Date of last update: _____
If updated (check one):
 Full replacement
 Partial replacement
 % of replacement: _____
Overall condition
 Satisfactory
 Unsatisfactory (explain below)

Any visible signs of damage / deterioration?
(check all that apply and explain below)
 Cracking
 Cupping/curling
 Excessive granule loss
 Exposed asphalt
 Exposed felt
 Missing/loose/cracked tabs or tiles
 Soft spots in decking
 Visible hail damage

Any visible signs of leaks? Yes No
Attic/underside of decking Yes No
Interior ceilings Yes No

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Setting Expectations to Avoid Disasters

Communicate!



Communicate the Plan





