



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

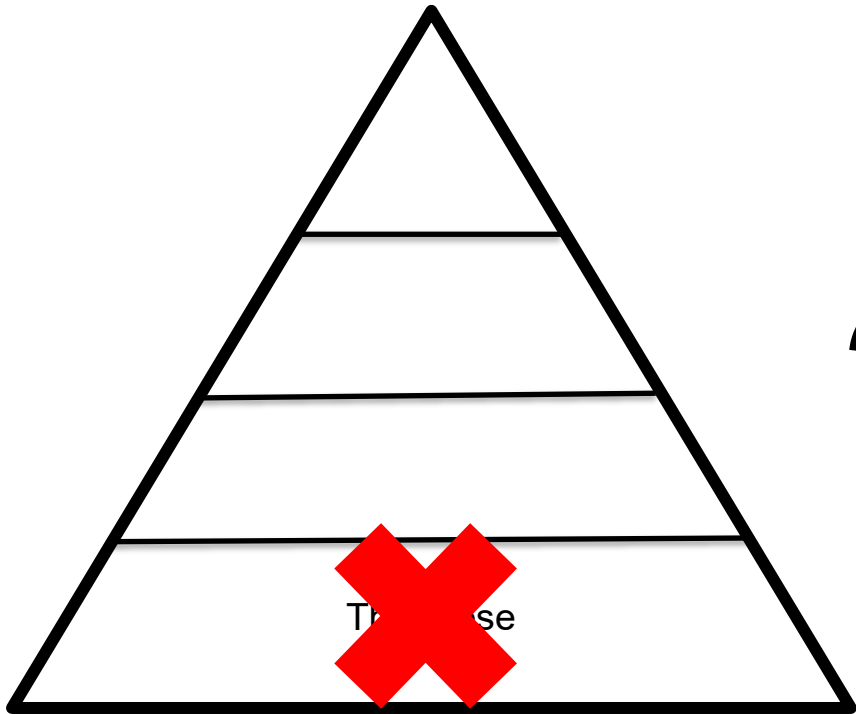


This is nothing new!

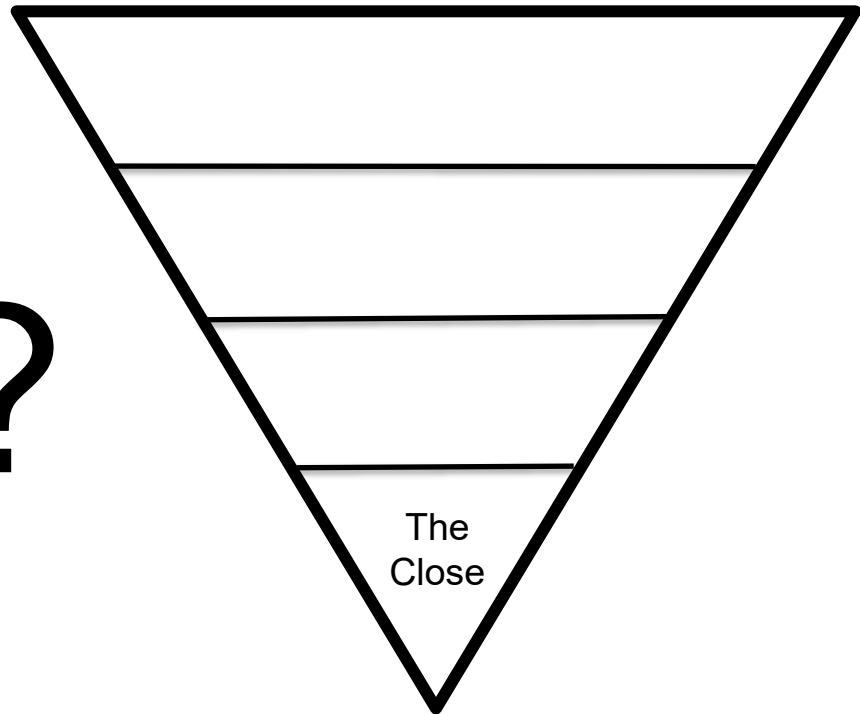
- **Insurance
vs Retail**



1



2



?

GAF Selling Fundamentals



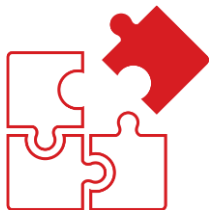
Step 1: **Start Smart**

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





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.**

Naya Angelou



Share the Agenda



GAF Selling Fundamentals



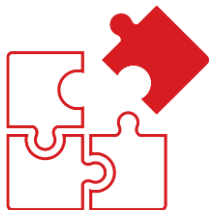
Step 1: **Start Smart**

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 2:
Analyze Needs

Inspection / Measure

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

*Ariel Group



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: Asphalt shingles

Roof age (years): 30 years

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)

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

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?

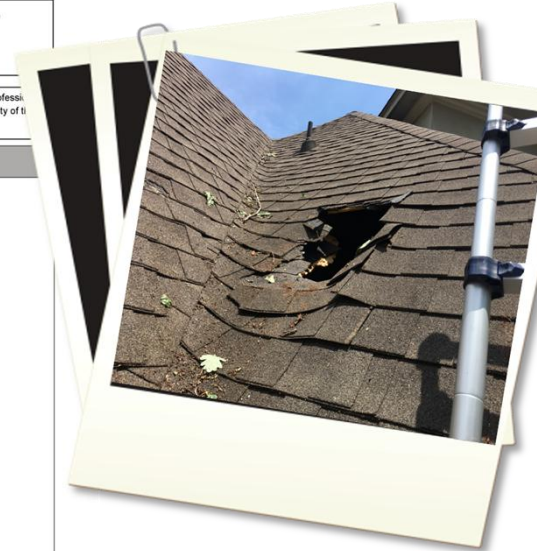
(check all that apply and explain below)

- ☐ 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



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



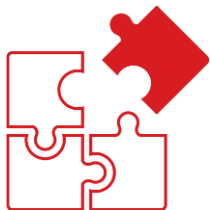
Step 1: **Start Smart**

Control the
Controllable(s)



Step 2: **Analyze Needs**

Inspection / Measure



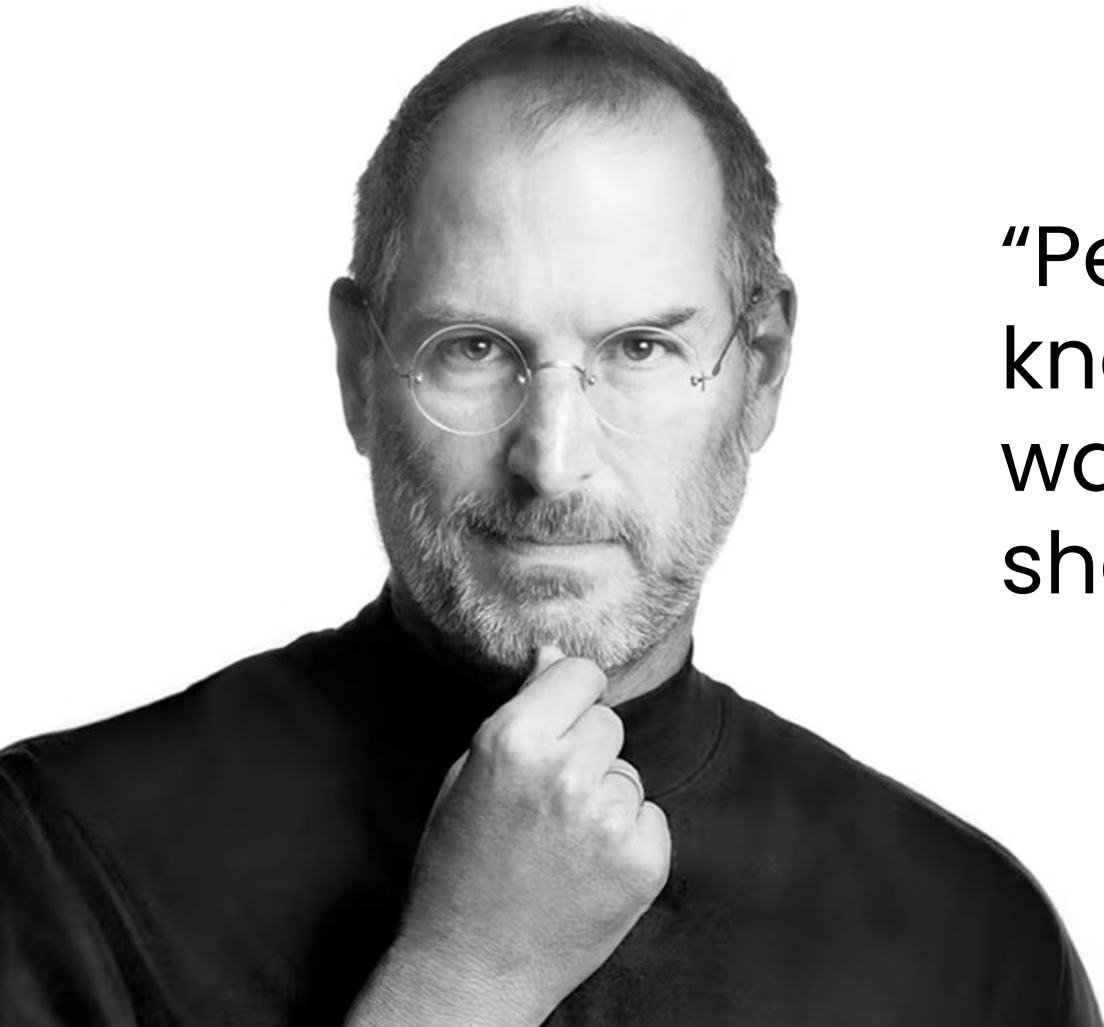
Step 3: **Offer Solutions**

Company Story /
Products



Step 4: **Next Steps**

The Close / Warm Down



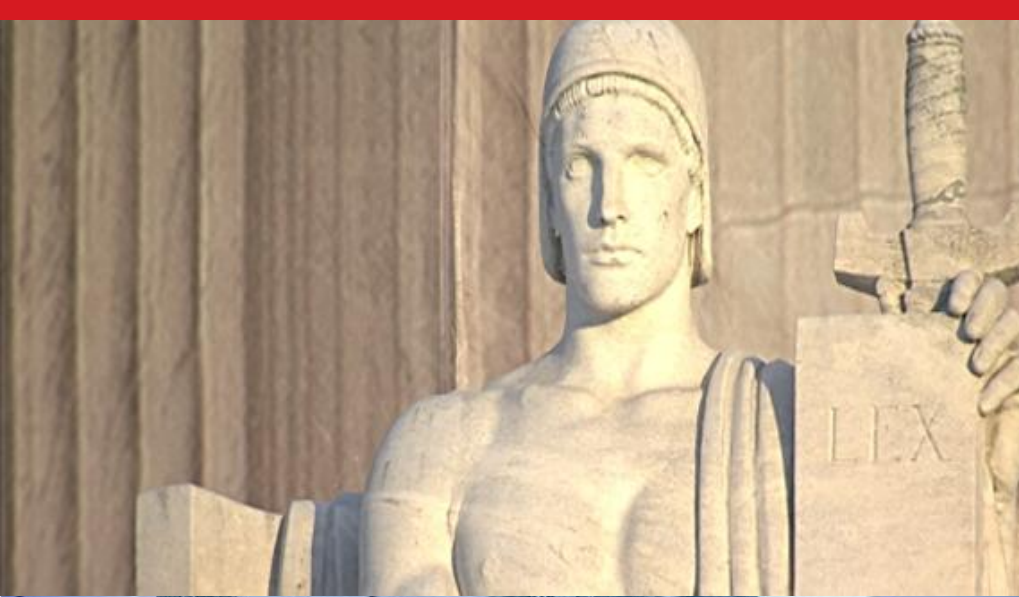
“People don’t
know what they
want until you
show them.”

– Steve Jobs (2011)



Company Story





Law of Authority



The Great American Roofing Co.

has earned the GAF MasterElite designation.

The MasterElite Status is only offered to about 2% of roofing contractors in North America and those who have earned this designation have exhibited an uncompromising commitment to the highest standards in sales, service, and installation. As MasterElite Contractors are authorized to offer any of GAF's Enhanced Limited Warranties, MasterElite contractors have pledged to ensure that each customer receives the best and safest choice in roofing.

GAF ID: XXXXXXX

Valid Through: MD/16AQ

Member Since: MD/16AQ

Jim Schnepf
President and CEO, GAF

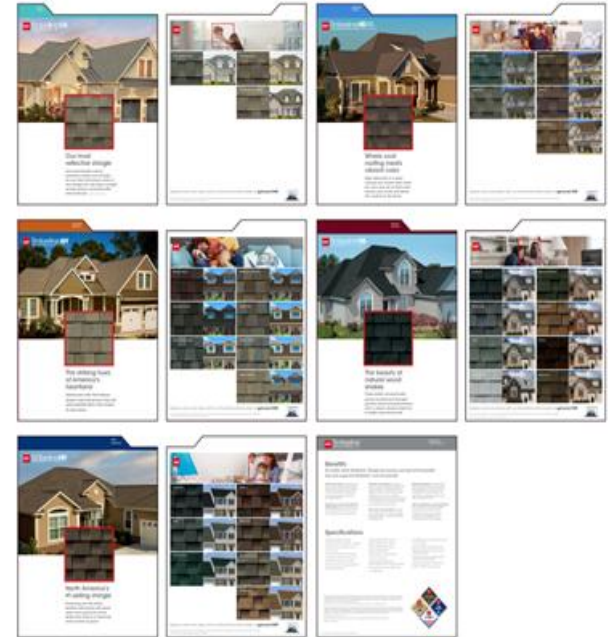
Bobby Tracher
VP Contractor Programs, GAF

Warranties offered



Designators





Proposal Folders and Literature

A

Always

B

Be

C

Closing

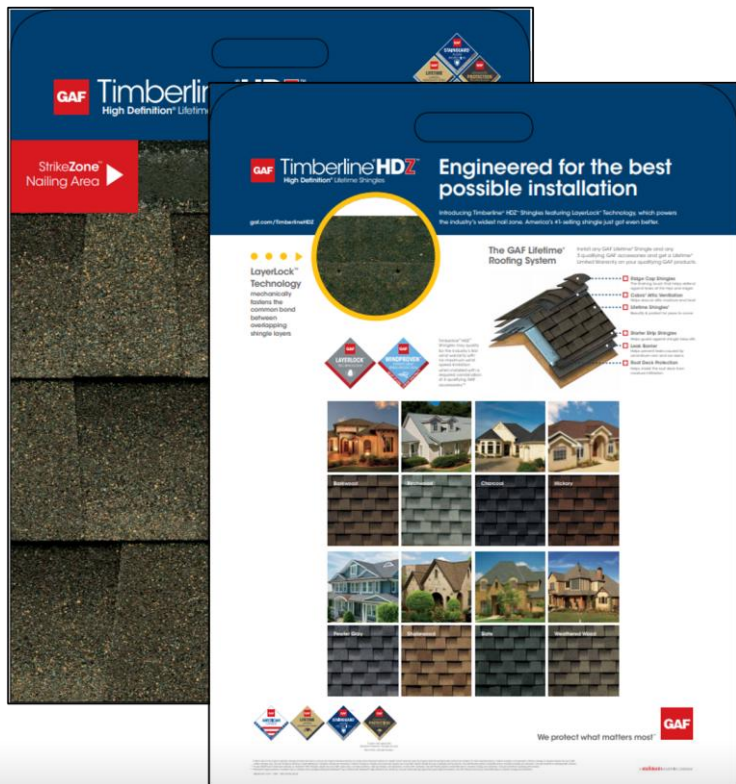
Trial Statement

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

70%

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**

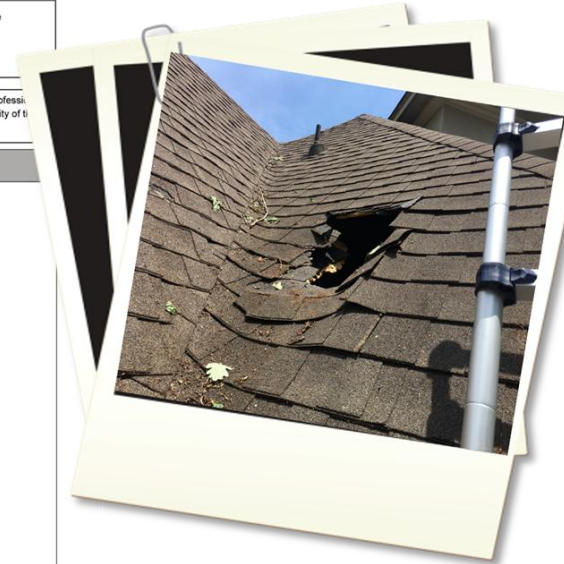
		First United Methodist Church 2207 9th Avenue, Haleyville, Alabama 35561	
			
	SUPERIOR PACKAGE ★ ★ ★	PREMIER PACKAGE ★ ★	ECONOMY PACKAGE ★
WARRANTY	GAF Golden Pledge *50yr Non-prorated material warranty *25yr Non-prorated workmanship warranty *130 MPH wind warranty *25yr StainGuard Plus warranty	GAF Golden Pledge *50yr Non-prorated material warranty *25yr Non-prorated workmanship warranty *130 MPH wind warranty	Manufacturer's Limited Lifetime Warranty *10yr prorated shingle only
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
	\$ Or	\$ Or	\$ Or



Asking for the Business

Organize Findings / Recap

Roof Inspection Form	
Applicant/Insured Name: <u>Ralph Russell</u> Application/Policy #: <u>187291056</u>	
Address Inspected: <u>One Nelly Drive Orlando, Florida</u>	
Date of Inspection: <u>7/6/18</u>	
<p>This sample <i>Roof Inspection Form</i> (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:</p> <ul style="list-style-type: none">General, residential, building or roofing contractorBuilding code inspectorFlorida-licensed home inspector <p>Note: This form does not verify loss mitigation features. Use <i>Uniform Mitigation Verification Inspection Form</i> OIR-B1-1802.</p>	
<p>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.</p>	
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



Setting Expectations to Avoid Disasters

Communicate!



Communicate the Plan





