



# TIRED OF ESTIMATING?

**In 2016 you just want to sell and build more and estimate less, without making sales games?**

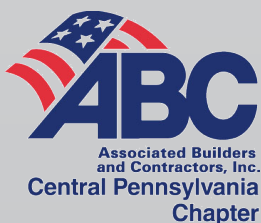
- ✓ Your prospects benefit from your design suggestions but another contractor gets the sale?
- ✓ Your "sales process" too often turns into "free consulting"?
- ✓ The new types of customers are hard to connect with?

**If you are a Commercial or Residential -**

Home Builder  
General Contractor  
Remodeler Architect  
Paving Contractor  
Interior Decorator  
HVAC Contractor  
Electrical Contractor

And you want to grow your business...and you're willing to invest time, money and you want to grow your business.

Too many talented hard working contractors with valuable experience are tired of doing all the work, giving away their expertise only to get into a price war. We'll help you have a professional and systematic blueprint to guide you through the sales process.



**SPONSORED BY:**

**MOOREPOWER**  
SALES VISION

3900 Industrial Park Drive | Altoona, PA 16602  
John@moorepowersales.com  
814-944-0828 - office | 814-329-2774 - mobile

# WE'LL FOCUS ON:

How to set the call up to differentiate you from competition.

Quickly test to see how "real" the prospect is to save your time

How to connect quickly with your customers and prospects even if they seem very different than you.

Learn how to understand the prospect's motivators to choosing a contractor, and how to get out of the way and let them buy.

When do we present our ideas?

## SANDLER'S SELLING FOR CONTRACTORS

### Six Sessions – At our place or on your computer

You'll take a personal assessment to discover your communication strengths and understand what motivates you and how each impact your sales style. You'll receive a manual and the live sessions lasting two hours. You can attend in person at our training center in Altoona, or, you can attend remotely with our live and interactive video platform. We can even arrange for you to view the session recorded if you cannot attend a session. (Requires a subscription to Sandler On-Line for additional fee) We'll even provide personal phone coach for you as needed to help you apply the system to your personal business.

1

#### Session One

How Prospects Buy, and How to Protect yourself – don't fall into the Buyer's System! Learn how prospects buy and where we can become vulnerable to giving away our expertise. Then, learn Sandler's Sales System Overview and how to make that your new blueprint for sales.

4

#### Session Four

What is the REAL motivation to decide on you? Unless we have a process that gets to the true heart of what they are looking for, we may present something that misses the mark. How many times do we show up and give all our reasons as to why they should choose us? (And then sound exactly like all our competition?) In session four, we'll get the money on the table before we make any presentations.

2

#### Session Two

Connecting with the 98 % of people who might be different than us – Even in this world of iPhones, tablets and technology, people buy from people...and people they like and trust. But, are we aware of how we must adapt to "speak" their language to set up a long-term relationship of trust? You'll complete a very powerful survey to understand your style and what motivates you, then, equipped with your "owner's manual", you'll have a science to connect.

5

#### Session Five

Roadblocks to the Sale – How many times do stalls and objections sabotage our best plans at the last minute. How do we respond to, "Is that the best you can do?" Learn the process that makes the prospect overcome their objections, or we close the file before doing all the work.

3

#### Session Three

How to Run a Good Sales Call – All ends well that begins well! We'll show you how to set up the call before you ever get into your truck, or even at your showroom if you have walk-ins! Using this crucial strategy you can ensure each sales event has a beginning and an end. You'll know what happens next versus the typical, "Think it over and get back to you" line. Find out the power of the "walk away" with out being arrogant.

6

#### Session Six

Close the Sale or Close the File – Now, armed with much more information than in the past, we are ready to close the sale, then present our plans and ideas. No surprises here if we did everything else right. We have covered every "deal breaker" prior to this step, or we should not be here! After the close, we set up the expectations for our project and how to be ready for change orders, when the client does not do their part and how to get strong referrals.

**Your Investment \$ 1995.00. ABC members receive a \$250.00 discount!**

CONTACT US  
TODAY!

**MOOREPOWER**  
SALES VISION

3900 Industrial Park Drive  
Altoona, PA 16602  
John@moorepowersales.com

814-944-0828 – office  
814-329-2774 – mobile

[www.moorepowersales.com](http://www.moorepowersales.com)