

# **Four Ingredients of a Lead**

## **1) HOMEOWNER**

- First ingredient of a lead.
- Prospect must own the home in order for us to set a lead with them.
- People who do not own the home will not spend money on improvements.
- All home improvements must be approved by the homeowner.

## **2) PRODUCT POTENTIAL**

- Prospect must have some sort of future need, interest or desire in our gutter system.
- People without a future need, interest or desire will not invest time or money.

## **3) INCOME POTENTIAL**

- Prospects must have some sort of income.
- Includes people who are working or retired
- Retired people still have a source of income—IRAs, pension plans, investment income, etc.
- Does not include people who are unemployed, laid off or on strike, etc.

## **4) DEFINITE APPOINTMENT TIME AND COMMITMENT**

- Prospect must accept a definite time when both people will be home to talk to our representative
- Without this, we will potentially be wasting the representative's time.

# **Objections and Rebuttals**

*The definition of a rebuttal is to answer or overcome any objection given to the canvasser by the prospect.*

## **BUY LIMBIC CANVASS REBUTTALS**

### **1. I AM NOT INTERESTED**

*O Really? **What** makes you say that?*

**They will give you one of the following objections**

### **2. I DON'T HAVE ANY MONEY TO EVEN CONSIDER DOING THIS?**

I completely understand what you're saying. In fact most of your neighbors that have made appointments with us said the same thing. What they saw is that the reason **WHY** we have created this service is specifically for people like you. **HOW** we do it is send a representative out who provides detailed information about your home and its needs. He will then leave a free no obligation estimate from a reliable company that is good for a full year. **WHAT** we want is for you to keep us in mind **when you hit the lottery:**) ....*All I need to know is do you work days or nights?*

### **3. I'LL GET AN ESTIMATE WHEN I'M READY TO DO THE WORK**

I completely understand what you're saying. In fact most of your neighbors that have made appointments with us said the same thing. What they saw is that the reason **WHY** we have created this service is specifically for people like you. **HOW** we do it is send a representative out who provides detailed information about your home and its needs. He will then leave a free no obligation estimate from a reliable company that is **good for a full year**. **WHAT** we want is for you to keep us in mind when you get your next electric bill/roof repair/honey do list:) ....*All I need to know is do you work days or nights?*

### **4. WE HAVE OTHER PRIORITIES**

I completely understand what you're saying. In fact most of your neighbors that have made appointments with us said the same thing. What they saw is that the

reason **WHY** we have created this service is specifically for people like you. **HOW** we do it is send a representative out who provides detailed information about your home and its needs. He will then leave a free no obligation estimate from a reliable company that is good for a full year. **WHAT** we want is for you to keep us in mind **when you hit the lottery:**) ....All I need to know is would tomorrow or (next day) be convenient for you and your wife/husband?

#### **5. I HAVE TO TALK TO MY WIFE/HUSBAND, SO WE'LL GIVE YOU A CALL.**

I completely understand what you're saying. In fact most of your neighbors that have made appointments with us said the same thing. What they saw is that the reason **WHY** we have created this service is specifically for people like you. **HOW** we do it is send a representative out who provides detailed information about your home and its needs. He will then leave a free no obligation estimate from a reliable company that is good for a full year. **WHAT** we want is for you to keep us in mind when you do talk to him because **I am sure the PRICE will be the #1 topic:**) ....All I need to know is do you work days or nights?

#### **6. I HAVE A FAMILY MEMBER IN THE BUSINESS.**

I completely understand what you're saying. In fact most of your neighbors that have made appointments with us said the same thing. What they saw is that the reason **WHY** we have created this service is specifically for people like you. **HOW** we do it is send a representative out who provides detailed information about your home and its needs. He will then leave a free no obligation estimate from a reliable company that is good for a full year. **WHAT** we want is for you to keep us in mind so you can see how **much better of a company we are:**) ....All I need to know is do you work days or night?

#### **7. ALREADY HAD AN ESTIMATE.**

I completely understand what you're saying. In fact most of your neighbors that have made appointments with us said the same thing. What they saw is that the reason **WHY** we have created this service is specifically for people like you. **HOW** we do it is send a representative out who provides detailed information about your home and its needs. He will then leave a free no obligation estimate from a reliable company that is good for a full year. **WHAT** we want is for you to keep us in mind so you can see how **much better of a company we are:**) ....All I need to know is do you work days or nights?

**8. LEAVE THE ESTIMATE IN MY MAILBOX / I MAKE THE DECISIONS, MY WIFE/HUSBAND DOESN'T NEED TO BE HERE.**

I completely understand what you're saying. In fact most of your neighbors that have made appointments with us said the same thing. What they saw is that the reason **WHY** we have created this service is specifically for people like you **who have some interest**. **HOW** we do it is send a representative out who provides detailed information about your home and its needs. He will then leave a free no obligation estimate from a reliable company that is good for a full year. **WHAT** we want is for you to keep us in mind so you can understand whether or not its **worth looking any further into it:**) ...*All I need to know is do you work days or nights?*

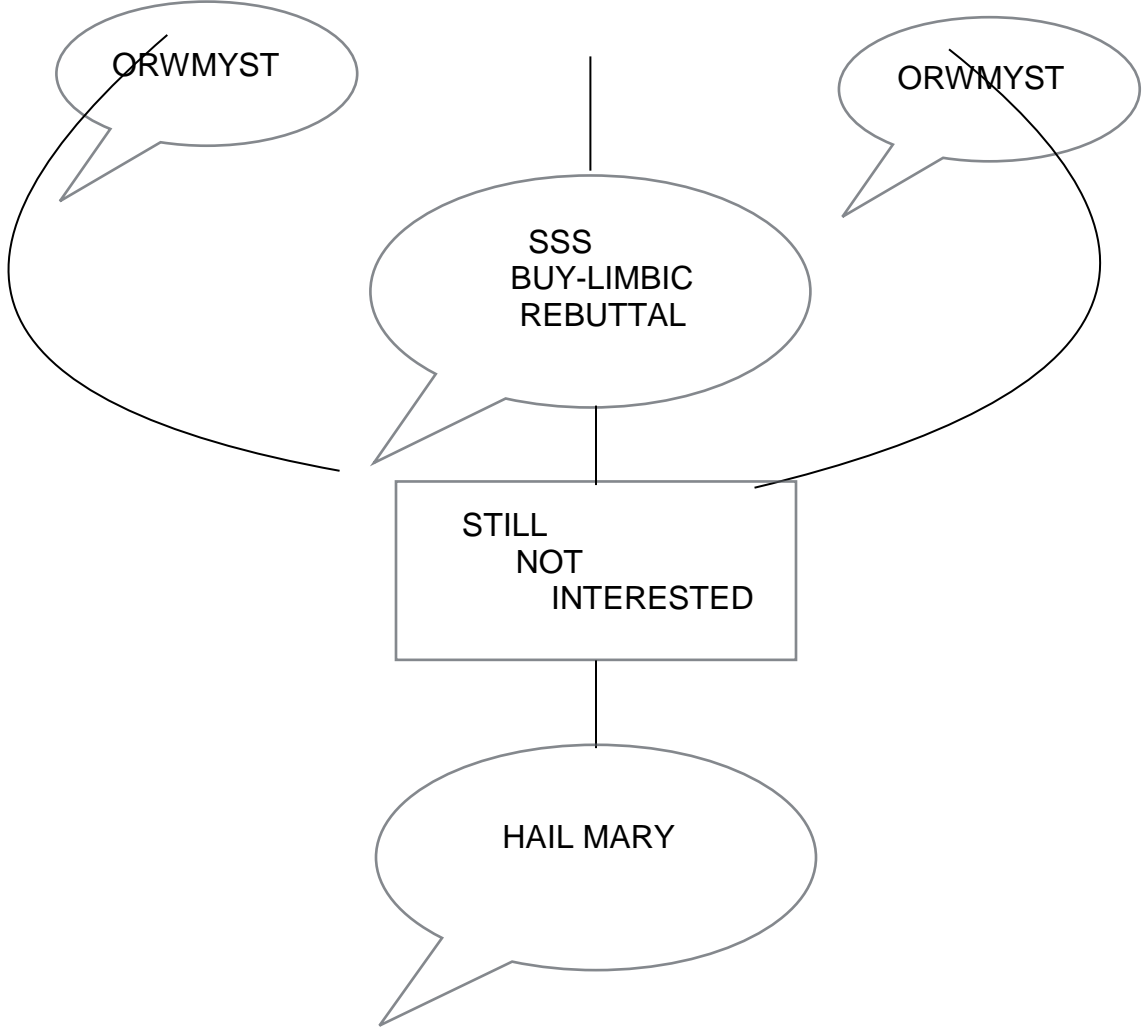
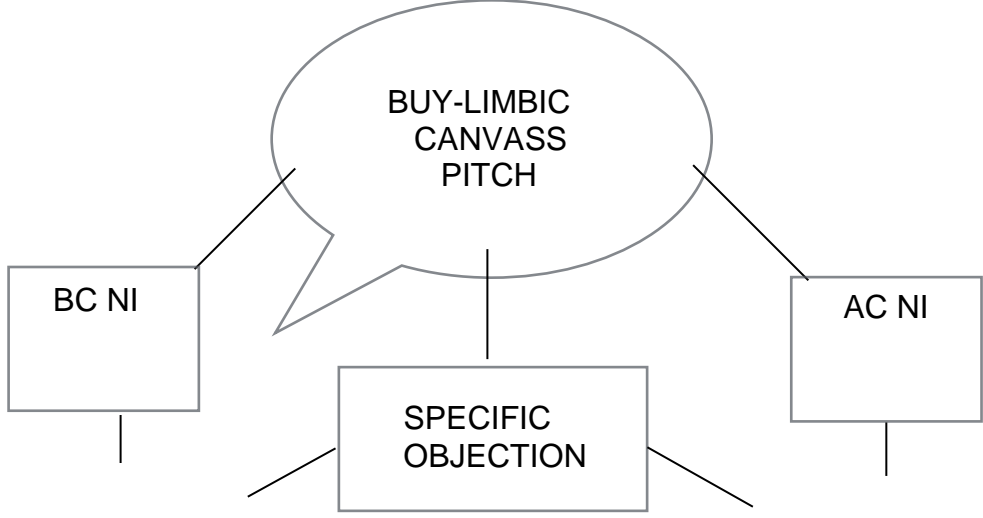
**9. STILL NOT INTERESTED.**

**Hail Mary**

No problem here is a flyer in case you change your mind. Before I go I couldn't help but notice the issue you are having with X. This is really **WHY** this service can really help you. **HOW** we take of X is by replacing it with a new X...**WHAT** I will do is make note to specifically address that X issue...*All I need to know is do you work days or nights?*

**CLOSING PHRASES**

- The estimate is **free and good for a full year**, plus there's no obligation.
- We're going to be in the area anyway.
- The Better Business Bureau recommends to get at least 2-3 estimates for any home improvement.
- If and when:
  - o You have any problems
  - o It becomes a priority
  - o You get tired of constant maintenance and costly repairs
  - o You ever want to do the work
- So down the road if you ever want to do the work you'll know what's out there.
- Most people are just holding on to the estimate until next year!
-



## **PERFORMANCE STANDARDS**

### **WORK SCHEDULE (winter) ( 30 minutes for lunch/ not paid)**

**Monday through Thursday: 12:00 pm – 6:30 pm**

**Friday: 12:00 pm – 5:00 pm**

**Saturday: 9:00 am – 3:00 pm**

### **WORK SCHEDULE (summer) (1 hr for lunch/ not paid)**

**Monday through Thursday: 12:00 pm – 8:00 pm**

**Friday: 12:00 pm – 6:00 pm**

**Saturday: 9:00 am – 3:00 pm**

There must be at least a 24 hour notification for any time off or it will be considered an unexcused absence. If your absence is considered an emergency documents may be required!

## **DRESS CODE**

All canvassers are required to wear a company logo pull over shirt and khaki colored pants (or shorts in the summer). Shirts must always be clean, neat, and tucked in! **YOU MUST SHOW UP FOR WORK IN THIS ATTIRE, IF YOU DO NOT YOU WILL BE SENT HOME!**

## **PRODUCTION REQUIREMENTS**

1. Each canvasser is expected to produce a minimum of 1 sale per week. This is not a goal, this is a minimum production requirement!
2. All canvassers must know the presentation and the appropriate rebuttal for each objection!

## **UNACCEPTABLE CONDUCT**

1. Use of profanity, racial slurs, inappropriate conversations, and or sexual references in van, office, or neighborhood are prohibited!
2. No fighting(immediate termination) or arguing is permitted in vans or neighborhoods!
3. Absolutely **NO SMOKING** in van, neighborhood or in front of office!
4. No loitering in neighborhoods ( standing around talking in groups)!

These violations will be handled as follows:

1. First violation will result in a written warning
2. Second violation will result in a suspension ( amount of time to be determined by the manager)
3. Third violation will result in immediate termination