

How do we improve? Is there a referral?

Questionnaire with installer and invoice

Employees and Clients

Resales and Referrals

Different Dollar Values

Get the e-mails

Wish List

first, most and biggest referrals

Train closing techniques

Closing

Sell the experience

Future Pacing

What are people's preconceived notions

Warrantee

breakage, failure

IWFA

FAQ sheet

Web addresses

Have resources ready

Objections

Be educated on your materials and your competitors

Brand awareness

clarity issues (security), PS adhesive (bubbles)

Comparing apples to apples

Generalists vs specialists

3M

Overall presentation that can be broken up

About the film

About us

Educate the customer

Refer to the questionnaire

Laptop or flip charts

CD/DVD

Multimedia

Appearance

Presentation

Sales System

Prospecting

Data list

specific to profession

Track the contact info location

Pre think the sale

How can I help them?

Show up

Who do I talk to?

Follow Up

Reserve a time for daily prospecting

Friday is best day

Research the customer

Advertising

Maintenance Guys

Make sure to charge to create value

Create events for your key clients

Invest in the relationship

Rapport

What do people like?

Look for cues

put it on the database

Constant Contact

How do we help them?

Professionally

Personally

What is our history, quality, credibility

Biz card cookie

Cookies

Feed them and they will come!

Be a giver without expecting return

Thank you cards

Prevents Filler

Problem Identification

Questionnaire

What do they need?

8 Questions

What's most important?

Educate the customer

Buying Criterion

Diagnose before you prescribe