

# *Marketing in a Downturn or*

# *What To Do When the Phone Stops Ringing*

Presented by:

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# When the phone stops ringing...

◆ A less-than-plentiful supply of leads may cause you to waste time and energy by;

- trying desperately to turn that name and phone number into a prospect.
- spending countless hours with a suspect trying to create a sale against all odds.
- working for clients when better judgment would say to avoid them.
- taking jobs outside of the company's areas of expertise.
- selling jobs too cheaply out of desperation to find work.



# Find new ways to attract business-- **Marketing**

Grabbing the consciousness of the prospect

- ◆ Substituting big ideas  
for a big budget...
- ◆ Out-thinking the competition  
while being creative





# Are you any different?







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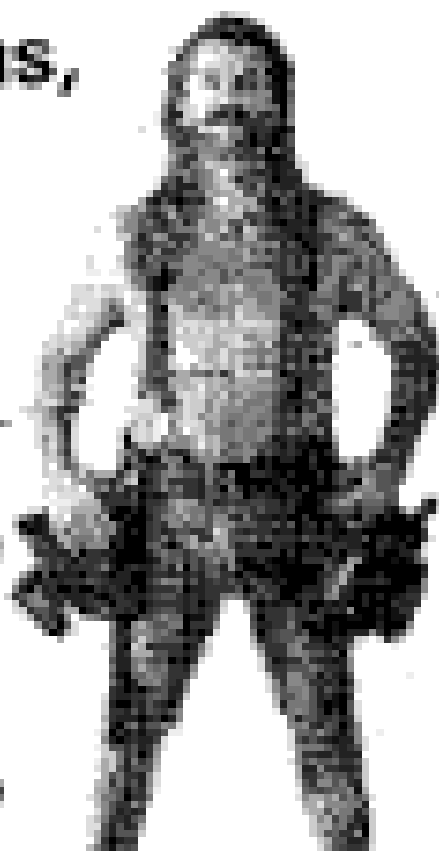
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*Privacy & discretion are part of the job*

**THIS IS NOT an escort/exotic business.**

**Repairs for adults only.**



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# Marketing and Sales

- ◆ The words marketing and sales are not synonyms, each has its own unique roll to play.
  - **Marketing** is what gets the phone to ring.
  - **Sales** is what happens next...
- ◆ Sales and marketing produce income, everything else is cost...

# Without marketing a terrible thing happens;

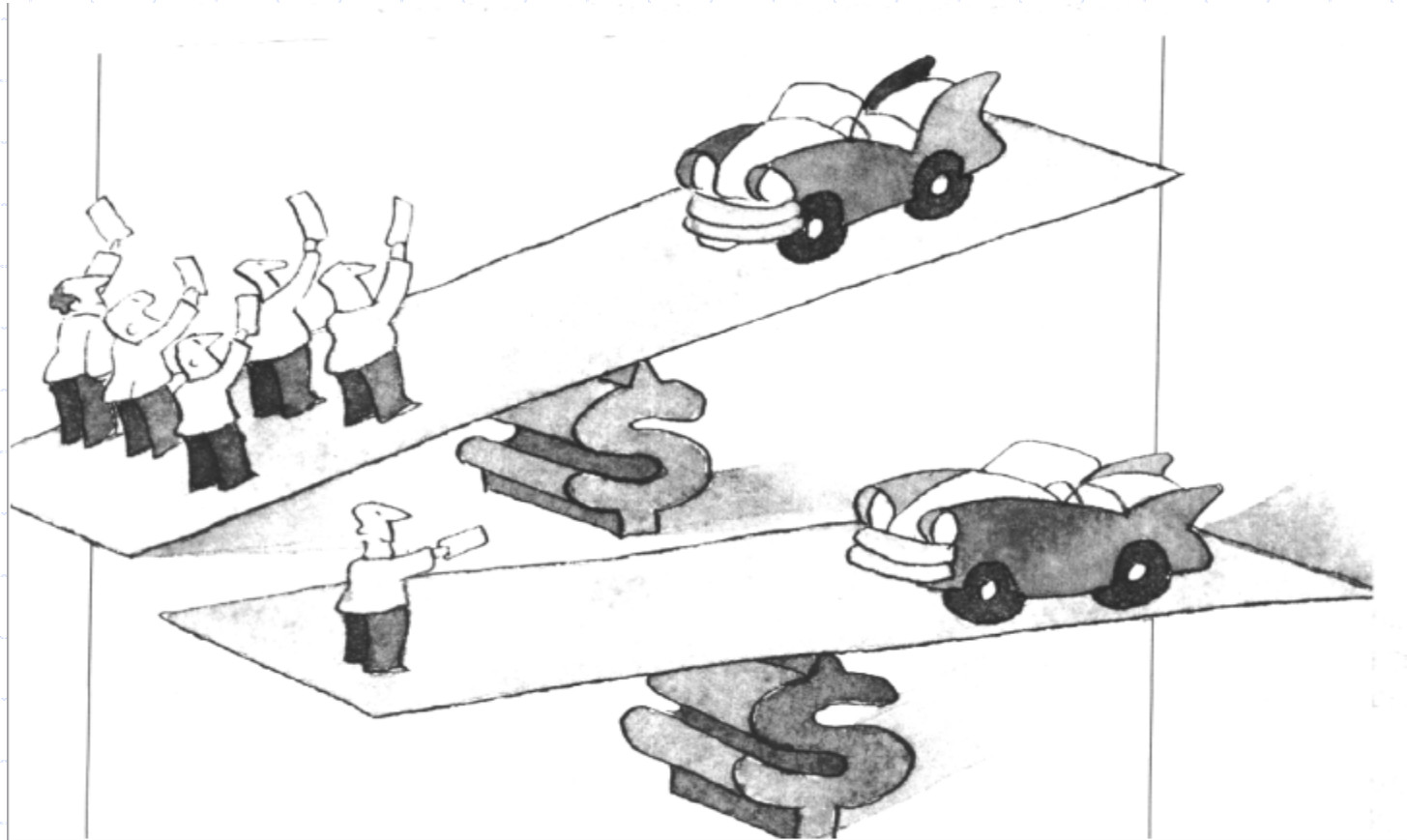
◆ No sales or fewer sales,

or

- ◆ A higher percentage of sales at lower prices.
  - If having the lowest price is your primary way of keeping and attracting customers, you may have a very serious marketing problem.

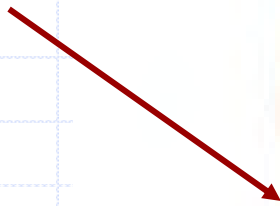


# More buyers mean prices go up!



# What supports your business?

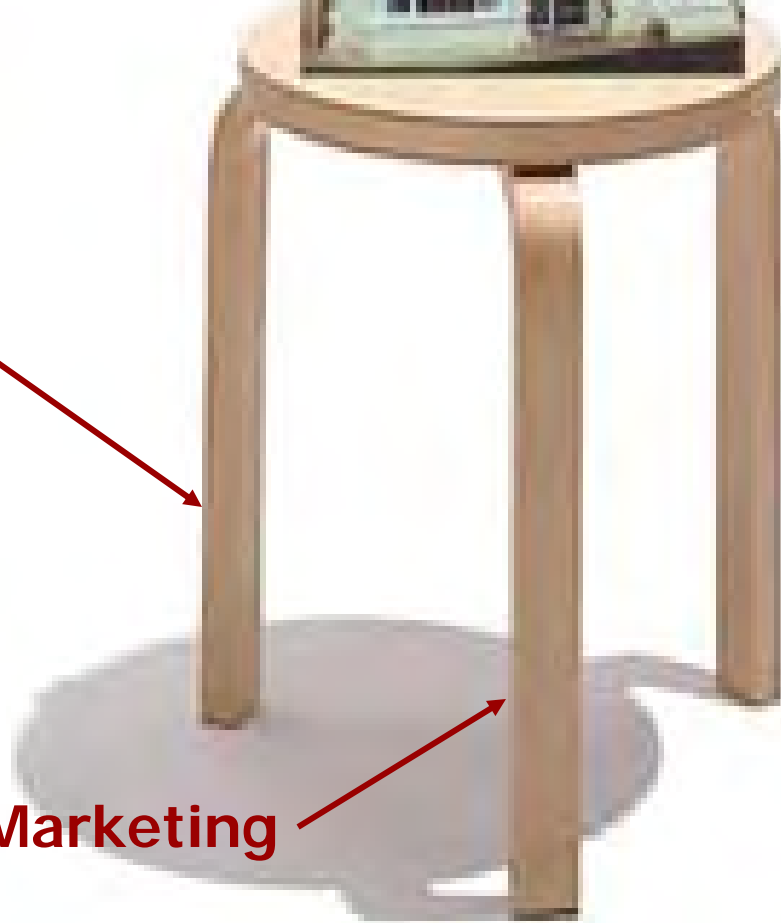
**Sales**



**Estimating**



**Marketing**



# *If I Build It They Will Come, and other myths about my business.*

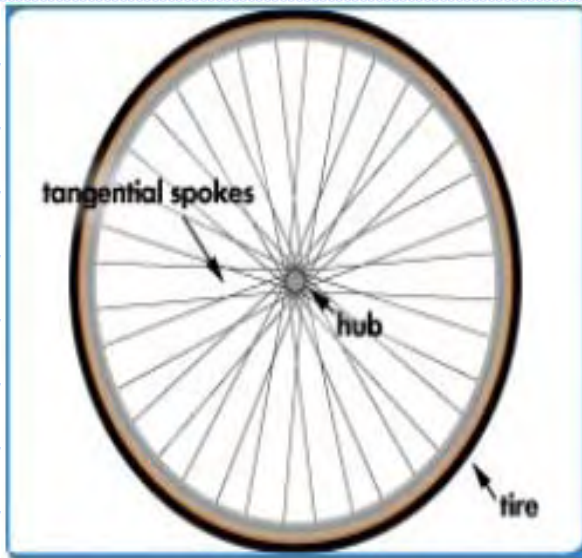
- ◆ There was a time when I thought that if I installed the best \_\_\_\_\_, I would be guaranteed success.
- ◆ I soon learned that my competitor who does lesser quality work seemed to be getting all the work.
- ◆ I knew that if I didn't do something, my competition would keep me in the poor house!

# What to do...

- ◆ Make myself different from the competition, in a favorable way.
  - “I like to dazzle my prospects and customers with my knowledge of how their home functions as a system, we call this ‘building science.’ It’s related to, but goes beyond what is normally thought of as *Green*.
- ◆ Learn how to *sell* more efficiently.
  - “Sometimes when I am working with prospects if they don’t buy from me I don’t understand why. I feel I should understand the sales process as well as I know how to drive a nail.
- ◆ Learn how to get my name in front of more people.
  - “I need to create several simple, quick ways to get my name out there.

# Getting my name out there...

## ◆ Understand the “marketing wheel.”



The rim holds the tire--my name and logo.

Each spoke represents another way to deliver my message.

The homeowner is right in the middle.



# What is 'branding' all about?

## ◆ Planting an Anchor;

- Auditory
- Visual
- Kinesthetic



31 Track 31.wma

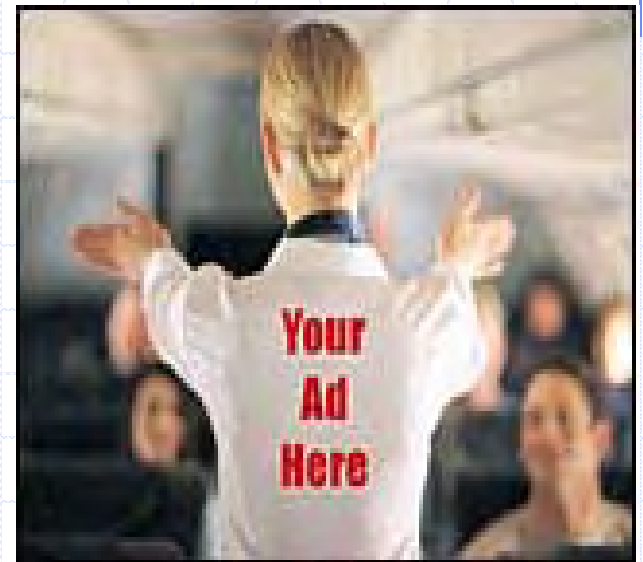
## ◆ How do we do that?

- We call it marketing



# What about this homeowner?

- Target your market
  - ◆ Geographically
  - ◆ Demographically
    - Age, income, etc.
  - ◆ Needs;
    - Windows, HVAC, insulation



# Getting my name out there...

- ◆ Basic
- ◆ Passive/Non-intrusive
- ◆ Active/Non-intrusive
- ◆ Active/Intrusive
- ◆ Anchoring your brand
  - Making an mental impression

# Basic...

- ◆ Business Cards
- ◆ Letterhead
- ◆ Yellow Page® Ad
- ◆ Jobsite Sign
- ◆ Truck Signs and/or Jobsite Trailer Signs
- ◆ Telephone Message
- ◆ Sign My Work
- ◆ Bumper Stickers
- ◆ Calendar
  - [www.myshopangel.com/gsrwc-gsweb.htm](http://www.myshopangel.com/gsrwc-gsweb.htm)
- ◆ Brochures
- ◆ Folder
- ◆ [www.online.abc](http://www.online.abc)  
[www.getonlinegetbusiness.com](http://www.getonlinegetbusiness.com)  
code: CEU
- ◆ YouTube
- ◆ Promote My Hobby
- ◆ Wikipedia
- ◆ Craig's List

# I don't like most lead generating companies...

- ◆ With that said, I do like the concept of Urban Referrals ([www.urbanreferrals.com](http://www.urbanreferrals.com)) in Washington, D.C., one of reportedly 400 "Home Referral Networks" (HRN's) in 45 states. According to my information, Contractors pay HRN's only for the jobs they complete, based on a pre-negotiated percentage of the job cost. Urban Referrals typically gives the homeowner just the name of one source. All this makes for a more attractive twist to the lead purchasing scenario. To look for an HRN in your area, visit [www.homereferralbiz.com](http://www.homereferralbiz.com) .

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

7.5% of first \$10k

2% of amounts over \$10k

Three pre-screened competitors...



**Don't pay for leads. Pay for jobs.**

# Passive/Non-intrusive

- ◆ **Wearables: Shirts, Jackets, Caps**
- ◆ **The Thirty-Second Infomercial**
- ◆ **Collect Testimonials**
- ◆ **Networking Groups**
  - **Leads Club**
  - **Business Networking Int'l.**
- ◆ **Fishbowls**
- ◆ **Customer Survey**
- ◆ **Keep a 'Wish List' for Each Customer**
- ◆ **Create Photo *Project Cards***
- ◆ **Sponsorships**
- ◆ **Paint the Bus**
- ◆ **Bus Bench**
- ◆ **Frequent Buyer Program**
- ◆ **Get a new phone number...**

# Active/Non-intrusive

- ◆ **Press Release**
- ◆ **Incidental Mail**
- ◆ **Hold an *Open House* at the Job Site**
- ◆ **Hold an *Office Party* for Trade Partners**
- ◆ **Hold an *Office Party* for Clients and Prospects**
- ◆ **Association Membership**
  - Find remodelers, property managers, home builders, realtors and more.
- ◆ **Enter Competitions**
- ◆ **Home Show**
- ◆ **Mine Past Customer Lists**
- ◆ **Work Your List of ‘Did Not Buy’**
- ◆ **Give It Away**
- ◆ **Magnetic Business Cards**
- ◆ **Referral Card**
- ◆ **Periodic Newsletter**
- ◆ **Home Tours**
- ◆ **Have a Limited Sale**
- ◆ **Seminars**
- ◆ **Showroom**
- ◆ **Realtors**
- ◆ **Handyman Service**
- ◆ **Seasonal Cards**
- ◆ **Speaking as a *White Knight***

# Active/Intrusive

- ◆ Newspaper

- ◆ Magazine

- ◆ Letters/postcards  
To new homeowners

- ◆ Door Hangers

- ◆ Radiated Post Cards

  - [www.radiusconnection.com](http://www.radiusconnection.com)

- ◆ Radiated Telemarketing

- ◆ Canvassing

- ◆ Radio

- ◆ *Ultra*-Calendar

# Anchoring your brand

◆ Creating the *Snobmoddity*

■ “*By Referral Only*”

■ Kitchens by *Kline*

# Sell to them again...

## ◆ **The Follow-Up Sale**

- The six month inspection
- The 12-month price guarantee
- The maintenance or service contract
- The painter's 12-month plan

Language: English



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# Prioritize by urgency...

- ◆ **Craig's List.....immediate/ongoing**
- ◆ **Networking Groups.....immediate/ongoing\***
- ◆ **Mine Past Customer Lists.....soon???**
- ◆ **Work Your List of 'Did Not Buy' ...weeks/months**
- ◆ **Press Release.....weeks/months**
- ◆ **Letters/Postcards.....weeks/months**
- ◆ **Door Hangers.....weeks/months**
- ◆ **Radiated Telemarketing.....weeks/months**



# How much should you budget?

If this is new to you, plan 3-10% of sales to start; a specialty contractor selling to the homeowner at the upper end, the GC less.

- ◆ You may find the cost of a lead is \$75-\$500/each depending on the source.

or

How many jobs did you sell last year?

- ◆ Study "leads/sale" ratio
- ◆ If you need less than 4-5 qualified leads to make a sale, you are either;
  - ◆ A very good salesperson
  - ◆ Giving your work away
- ◆ Know leads/sale ratio and track it for changes/trends
- ◆ Track leads/sale ratio by sources of leads also



# Mike's book on Remodeling Sales:

If I Sell You I Have a Job,  
If I Serve You I Create a Career!

By Michael S. Gorman

Available from

TechKnowledge

1-800-218-5149

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When you leave here today  
and someone asks,  
“What’s up?”

You can reply,  
“My income!”

