0:00 - Coach

What's answer?

0:01 - Client 001

How are we?

0:03 - Coach

Oh, we're doing pretty well on my end. actually got a bit of cough to be honest. I think I caught it from kids at daycare as you do, so you'll have to give me if I splutter on you.

0:14 - Client 001

That's all right, as long as you forgive me as well.

0:18 - Coach

I'm sure it could be arranged depending on, have you got a cough as well, or is it something more substantial?

0:25 - Client 001

No, it's just literally just the last hour or so. I just started coughing, but how 10-month-old, she's got a real horse voice, so I don't know if it's related, who would know?

0:38 - Coach

Bad bad. That was bad bad man, I'd say maybe.

0:44 - Client 001

Yeah, that's it.

0:46 - Coach

How's business?

0:47 - Client 001

Um, it's been good, been challenging, just standard building issues, but it's good, it's good.

0:59 - Coach

Yeah, cool.

1:00 - Client 001

I had that real difficult client at Bracken Ridge, I had to go there to sort something out, we had to replace that door, was like two and a half thousand dollar door, then they went off the radar for two weeks and were ghosting me, turns out they were on holiday, so that was fair enough. So yeah she stopped talking to me because she couldn't deal with the drama on site or whatever was going on, she comes out at the end and shakes my hand and said, you know we're really happy despite what you might think, we're really happy with what you've done and so it all ended amicably which was good and you know we've got to shake hands and walk away and everyone was happy so I guess that was a good, that was a win.

1:43 - Coach

Yeah it's a sidebar but have we spoken about the four agreements before?

1:49 - Client 001

No not the four agreements, let's see if I can.

2:00 - Coach

Yes, that's not really helpful, it says a wonderful short book, I don't know why, I encourage you to put this on your wall. I can find a good poster, there used to be a whole bunch of good posters on this online, I'm struggling to find them. Okay, here we go. So it's a short book, it's a worthy read and in fact for my homework Client 001, why don't I make a commitment to give you a summary?

SCREEN SHARING: Coach started screen sharing - WATCH: It's worth it, because this is going to come up time and time and time people are just not going to be happy with you all the time. And the four agreements is literally as simple as it sounds, it's four principles or concepts that if you stick to these and live your life on your business against these, you won't suffer any more than is necessary. and what are they being packable with your word don't take anything personally don't make assumptions and always do best yeah and the reason I thought of this is number four don't take anything personally nothing others do I'm reading from to a is because of you yeah what others say and do is the projection of their own reality it's it's their own what's going on in their own life yeah and when you're immune to that and when you know that you won't be the victim of need of suffering otherwise they might be at you but what's going on in their life to make them react that way well maybe someone should eat them yeah who's in there cat you don't know what internal battles everyone's going on with yeah it's not your problem and if someone responds accordingly it's you're not responsible for that and so you know you maybe think of it because when they come to you and say actually you know what you actually do great job that's what they really mean yeah it's just that on that journey someone was kicking their cat and they oh i can't deal with it it's so stressful well they got other problems besides building that's making it that way care this has got nothing to do with you yeah well i was going end up telling me that i had died passed away halfway through the job so it's like well you know you understand yeah exactly like you said just don't take it personal and just do your best what's the fourth agreement always your best yeah it's going to change from moment to moment it will be different when you're healthy compared to when you're sick it will be different when you're better at and you develop the skills that we're building on over time but under any circumstances all you can do is your best and you'll avoid self-judgment self-abuse and regret so just know when you go to bed and i care it's like i've done my best today and that's

SCREEN SHARING: Coach started screen sharing - WATCH: good enough and come what may.

5:03 - Client 001

Yeah, I really, you know, what are we week three of the PI and you know, learn about the judge and all the other saboteurs and it's like, that judge plays a bigger part than I thought he did. And I found out yesterday I was running and I was listening to a recap and stuff. I was like, Oh, I didn't actually realize my, my controller was more louder than I thought it was because I was driving open site and I was Oh, looking good on site. hung around and helped the guys for half a day. I'm like, but it's looking and built the way that I want it done. And I was like, Oh, the way you want it done. Why did that the only reason you stayed around to get it done the way you wanted it done?

5:55 - Coach

Yeah. Yeah, interesting.

5:58 - Client 001

A little up old moment. I'm like, maybe I do. I need to let go a little bit more and allow them to fail and learn and grow.

6:07 - Coach

Ah, now we're talking.

6:12 - Client 001

Yeah, that's been good.

6:15 - Coach

Look, it's a balancing act and there's a lot to be said on that subject. And maybe we go there today, but anyway, before we do, we covered some ground last week and I'm just going to get the really annoying business coach thing out of the way. Have you updated your weekly forecast this week?

6:39 - Client 001

I have.

6:40 - Coach

Show me, pull it up and talk, we throw it. What have you done?

SCREEN SHARING: Client 001 started screen sharing - WATCH:

6:51 - Client 001

So, I changed the inflows. Last week was a bit of job delays and things like that, which you know, we didn't hit those milestones, but we're looking on track to be hitting them next week. This one's in red because we're waiting on a building approval to come through anyway, and then we've literally got like a day on site to reach that next progress claim. So that one sort of keeps getting pushed down as a best-paced scenario.

7:19 - Coach

Is it reasonable to keep it there or do we push it back another week to be safe?

7:24 - Client 001

I've moved it into next week because discussions with them, they want us to do part of the scope, which then will entitle us for a claim, which isn't technically related to the requirement for the building approval. So it's just kind of ironing out that expectation with the client on, you know, how far we're going to go with coming back to site because we want to make it worthwhile.

7:46 - Coach

Yeah.

7:49 - Client 001

So look, at the moment, I think we're tentatively booked for Thursday to go out and do it, and then that'll be done Thursday afternoon. So I guess we've got three days to pay. So I guess realistically, by the time the money's in the account, it'll be over here, won't it?

8:08 - Coach

Yeah. What's the harm in doing that? Yeah. So, chest with numbers at the end of the day doesn't have to be precise, but the skill I want you to kind of keep in mind is like, um, this is a, you want a reasonable, but like an easy slam dunk scenario. Don't make it. So like, if you're not sure, be concerned, there's one point.

8:30 - Client 001

Yeah. Well, I'm glad to see that the effort's gone into updating this course.

8:40 - Coach

And just to confirm, um, the influas and outflows, uh, for last week, uh, where are we at if you go up? Were they ticked off against a bank account?

8:50 - Client 001

Did you actually look at the bank account and say, hey, was this actually reality? I did this one with last week. I ran out of time yesterday to do it. with this bank account. But the bottom line pretty much lines up with where we are here.

9:07 - Coach

Okay, so we're flying pretty close to the wind there, Client 001.

9:13 - Client 001

We are, yeah.

9:15 - Coach

Do we have that additional funding or that additional facility available?

9:19 - Client 001

We do, yes.

9:21 - Coach

I've got, obviously we don't want to use it, but I've got 12 and Well, the whole reason you got the overdraft is for this scenario. you've got a headroom, you've got some sort of, if it does go below zero, you've got the funding.

9:40 - Client 001

And so, aren't you glad you did that? Certainly are, certainly are.

9:46 - Coach

Yeah, great. Okay. So, you know, you don't like it, but, you know, you're working on that. And, you know, at least you got it. That's the whole point. So, could see.

9:58 - Client 001

Well, that's it. Now I can actually, over Christmas break and sleep at night time now and not be trying to pick up work in between Christmas new years and hate and life. So that's a good buffer. As you can see, we do have some money coming into the account, you know, between now over the next three weeks, back up over the and then yeah, I got a I got some quotes I got a submit yet as well. yeah, hopefully, you know, people sign deposits and contracts. So then you get all that money out from as well. So that will all contribute.

10:40 - Coach

Yeah. So, you know, we don't have a tiger about to rip their head off, but we're certainly in a position where we don't want to stay in the spot.

10:48 - Client 001

We kind of do want to move. We've got some breeding space, kind of the observation.

10:52 - Coach

Is that how you see as well?

10:54 - Client 001

Yeah, yeah, it's not ideal. It's like you said, it's close to the wind. Um, like you got the you got the fall back for that I got the fall back for that and I've got some gotta pull my finger out and do some quotes I just got to let go let go on the guy on site and leave them to do what they do yeah well wouldn't let go entirely there's a difference between delegation and abdication the pilot has to stay in cockpit yeah we'll work on that um so it's it's you're right Client 001 it's it's sort of realizing that your role is really delegating to keep them efficient without you being on site and that's all you do kind of thing that's a key part here so that you can project manage which is kind of this is I would say part of project management as well as sell and market to get the pipeline full yeah that's 30 yes that I was good because I was in the office majority priority of the day, and the guy on site Brendan, now Band-Aid Brendan, he, you know, what's up? We're FaceTime, and you know, we'll go through a job. If you had questions, we'll just FaceTime, we'll work out the plan, explain it to him how to do it, and then it's good to go again. So, you know, there are resources and things that we can optimize on without always having to be on site, but obviously sometimes you're happy to be on site. Especially, I got one of those clients now who thinks she's going to get a building degree during her project, so she's asking every intricate question. You'll be proud of this. actually pushed back on one of her emails because she made a comment stating, oh, it's lucky I'm around so often, and sort of pushed it back on to me like she's running the project. So, I drafted an email, polished it up with Chat TPT, and then sent it off.

12:53 - Coach

I don't think I've sent one email without putting it through Chat TPT in the last month.

13:01 - Client 001

I was going to send it to you and be like, how do you like this?

13:06 - Coach

Well, I would have called it. Oh, you've had some help there. That's great. Yeah. Keep that up. Yeah. pretty for doing that. Keep that up.

13:17 - Client 001

All the I would have just been like, yeah, that's great. Appreciate your import. But I was like, I spent three hours at a site meeting that should have normally taken 10, 15 minutes. So I was like, and then my other contract is like, oh, man, she's hard. Okay. He's like, I spent more time explaining to her how I do the job than actually doing it.

13:39 - Coach

Yeah. Yeah. Okay. So. Yeah. It's a balancing act, but it's making sure we're not every hour you're wasting in that conversation is an hour.

13:55 - Client 001

you're not filling your pipeline out. Yeah.

13:57 - Coach

So just so it's worth. Shout. up in that up or improving in that area. It's also worth talking about this quoting process and because if we're not careful Client 001 you know it's a horrible analogy but the alcoholic to satisfy their cravings goes and drinks more alcohol when in fact they should be doing some different things to fix their problem. So I want to make sure we're not just getting work for work safe but we're intentional with strategic and we're actually a bit smarter about what we're saying yes to in terms of filling pipeline up so that we're working towards building a sustainable business and that's kind of where we segmented last week and one of the things that had us somewhat of a goal or homework is reflecting deeply on that landscape project focus.

SCREEN SHARING: Coach started screen sharing - WATCH: Did you have a chance to think more about that Client 001? I've got it up a mic, I can stop scaring if you want. Yeah please show me what do you got? I didn't get far.

15:01 - Client 001

All I did was put down another category because I was thinking, I'm like, all right, well, what's another avenue if the leads from high pages aren't meeting that requirement, what we need? And then I was looking at the carpentry maintenance works, and then I was trying to work out, all right, what's the extent of that scope? how many quotes are them and everything? just remember there was a stage for a long time where I was no quote, 20 to 30 jobs that I'll never hear back from someone. And I was just like, I think that's that's just too hard work for too little reward during those sorts of projects. So, I think like we'll probably take some on as an overflow, but I think like you said, being strategic about targeting these landscaping jobs and working out the best avenue and where to find them and how to get them is probably going to be helping do some more time. but making sure that we're still busy in the interim.

16:04 - Coach

Yeah. Yeah, before we get into the differences, what's involved in providing a quote so if a lead comes through, it sounds like you send them a quote. How long does that take you? What do you do? If a lead was to come through high pages tomorrow, what would you be doing?

16:22 - Client 001

You obviously call them or message them, call them, leave them voicemail, and then you arrange a site visit, usually a couple days out, and then you go to site. You measure it up, you have that conversation with them, then you go home and then quote out within the next sort of day or so. But usually it's about, what would you say, three to five business days turning around by the time you accept the leads, the time they're quite submitted.

16:50 - Coach

Yeah. So just get this right, Client 001, tell me if I'm wrong, I'm just putting two and two together from what you said previously, is that you would get actually 30 leads. Give or take and for all of those leads you would get onto them. You would do site go to the site Work it out do the quote and most of them. wouldn't actually get the job Criticism, I just want to make sure I've heard that right.

17:14 - Client 001

Yeah, yeah Works lot of the time they're not always a site visit Okay Um I don't give you a better way of doing that Client 001 please because I think there's a major wing here If you'll have to hit stop sharing but I'll share my screen with you.

17:39 - Coach

Yeah, it's small hinges swing big doors Let's see if I can give you this hinge and let's see if it swings a big door There's a concept in sales called bank Now there's nothing special about this article I just googled it, but that stands for Budget Authority Need and Timing There is a difference between a lead and a qualified lead curse.

18:05 - Client 001

Yeah.

18:06 - Coach

And what I'm gonna suggest at a high level, the difference between a lead and a qualified lead is that they have answered questions satisfactory to your predetermined standards, that qualify them based on banks. Budget, are they qualified to a project within the budget that you choose to work with? Authority, are they the key decision maker or do we need to involve other people in the process? Need, do they actually have a need that you can solve? And this timeline, is this a sooner thing or a later thing? And so the problem that I'm gonna suggest that you have which we can fix small hinges swing big doors is that it's not the lead, that's the problem, it's not the source, that's the problem. The problem is is you're doing these site visits, you're doing these quotes, you're going out in person before you know if they're qualified or not.

19:01 - Client 001

Well, I normally ask them similar questions, like, oh, when you're looking at getting the work done, what's your budget for these sorts of works, you, you know, we're not the cheapest quiet out there. So, you know, if you want the cheapest quiet, then, you know, we're not going to be that. Yeah.

19:17 - Coach

Normally.

19:17 - Client 001

How should it cost them for you to do a custom proposal and site visit? Oh, nothing.

19:24 - Coach

Can I suggest you change that?

19:27 - Client 001

Yeah. Yeah.

19:30 - Coach

So, Sarah, it sounds like from the questions that you've answered that it would be a great thing to do. Can I just share a little bit more about what I suggest we do next? Okay, great. what I think we need to do first is to do a custom site visit and quote, now what that entails is I'm going to come out to the site in person and basically I'm going to, well, you know, it's a 30 minute on site inspection. going to go through the job. meet you on site. We'll meet with your husband and other decision makers if that's appropriate. After that session, I'm going to prepare for you a custom proposal or a custom, you know, strategy for if we do decide to work together. Here's what I propose we do tailored to your specific circumstances. Now, in order for us to do that, there is a small investment, it costs $400 plus GST, but at the end of that, you're going to basically know whether not we're going to proceed or not, and you're going to have a tailored plan suited to your circumstances. And if we do decide to work together, basically we're going to credit that against the project so that it becomes, basically there's no charge if we do decide to work together. Sarah, does that sound like a good plan? how does that fit with what you're thinking?

20:39 - Client 001

Yeah, that would really iron out the Now, I made up a number there.

20:49 - Coach

I tell you a true story, Client 001. I've got to talk quite because I'll share with you the full story. It's fine. It's a sidebar, but it's relevant, I promise. So one of my wonderful clients runs an amazing gym here in Sydney, so lovely guys, it's a crazy gym, real expensive.

SCREEN SHARING: Coach started screen sharing - WATCH: facilities are amazing. That's Simon there, Frank, anyway, clients. invited myself and my wife. You're familiar with Cirque du Soleil?

21:24 - Client 001

Yeah.

21:26 - Coach

Okay, so we went to Cirque du Soleil last week. And the reason why they got the tickets was a bunch of the performers are using their jute and kind of thing. Anyway, $600 tickets or whatever, the whole works. My wife and I were like, you beauty, what a night out. $1,200 tickets, amazing, what a score. Anyway, long story short, we'll get home. the babysitter, my parents, my wife's parents was babysitting and learning how it happened. we get home, we have very expensive TV and it was smooshed. So what thought we thought was a bargain night out of great and it turned to be very very expensive and where am I going with this what's this got to do with anything? Well to get a repair the guy that came out very intelligently said look I'm not sure if I can fix it but if I can the first step is there's a hundred and fifty dollar assessment fee. Yeah there's no guarantees I don't know what we're dealing with here but I'll come out and I'll come up with a custom plan if it's fixable I'll come out I'll look at it and I'll be able to provide you with a quote that's custom from there no obligation but if you want me to do that it's one fifty. Yeah we're not even like eight instantly let's get it fixed. So he's not coming out just to kind of waste time it's like I don't know what's involved but if I'm going to do a proper job pay me I'll tell you professionally what's involved we'll separate it out before I actually do a proposal. what does this do Client 001 as well if they're not they're going to be they're going to self-qualify if they pay. No payment not qualified.

23:21 - Client 001

Yeah I think that's a great idea I was actually listening to another construction company and that's what they instilled because they were doing like full new project builds but they were doing quite for free and everything else and they said disaster that they wasted doing that and with not going anywhere. It's a disaster. So I think that value in I'd say certain projects over certain value but I guess like yeah if I'm going to saw it then it's going to qualify.

23:56 - Coach

It's fine man. It's your time.

23:59 - Client 001

I'm going to show you.

24:00 - Coach

go on site, it means you're not talking to another lead.

24:03 - Client 001

Yeah, I could be at home in that two hours function out of Yeah, for someone who's genuinely demonstrated their qualified by pay for your time.

24:13 - Coach

I'm going to be the nasty business coach because I think you have to do something like this. It's not a choice. I don't know, otherwise you're going to be driving around town wondering why your pipeline's not full. It's because you're chasing unqualified leads. The problem is you don't really know who the qualified lead is through high pages.

24:33 - Client 001

You have to kiss the frogs.

24:36 - Coach

find you, I'll be honest, I have to speak to five other people through bark to find curves. Now, I offer a complimentary coaching session because my other process is better and I've figured out I don't need to charge for that session because I've weeded out. But in your world, I absolutely think you need to charge.

24:58 - Client 001

Yeah, Ellen. I do a really good proposal, know, I'll have selections right of door handles, door catches, know, this is the product that we've allowed for, this is how much I've allowed for your tiles, if it's more, if it's less, that goes back to you, you know, so it's a full breakdown over like 12 pages sort of thing that goes into it.

25:20 - Coach

Yeah. So it's what we've done, Client 001, is we, know, driving across town and being on site, doing the work, going home, setting a custom proposal, you're going to do that for the people that have paid you, but for everyone else that doesn't, they get a 10 minute conversation with you and then a simple email standardized proposal that's got some very basic details about what the standard process is along with an invoice to make payment and it doesn't, it's paid in advance. If they don't make payment, then you're not doing anything.

25:54 - Client 001

Yeah. And then obviously if I get us, then, yeah, that $400 comes off the Bill and that will be shown in the quote to duck. Well, what are the prices?

26:04 - Coach

Yeah, charge for your time appropriately. I made a number up, but you'd have to convince me it's different. It's dramatically different to that. I don't think it's one of the things that's too far off the mark.

26:17 - Client 001

No, I think we might need to. No, you're right. I can't of everything into categories based on what the quote is. But like you said, I'm going to sell it. I'm going to site whether it's a $5,000 or $50,000 job.

26:32 - Coach

I'm still going to site. Yes.

26:35 - Client 001

And you're still working out a custom plan, right?

26:37 - Coach

And so if you're, you won't tell them, I'm, I'm Client 001 at $300 now. You won't tell them that. But if it's going to take, you know, driving a site, doing the assessment, doing the piece afterwards, maybe it's, you know, maybe it's all in five hours.

26:53 - Client 001

Maybe it's $1,500 for you to do this properly. Especially if there's. I don't like to set plans or anything, it would be different if it was just desktop flights, you know, someone says to set a plan, say, price this up, yes, wait, we can do that.

27:10 - Coach

Yeah, I mean, you can build that into your process as well. But the point is, it's you just found out what your home work thing is, because you almost have to do this, and I'd say you have to do it almost immediately because you need to fill your problem. But you can't be driving around town doing this thing for 50 people when they're not qualified, they haven't paid you some money. So, um, this is going to really sharpen you up and protect you.

27:41 - Client 001

Hmm, at least that's how I sit. Cool, so dry up the work a lot. No, but I guess, you know, like, I have heard of some contractors, not many that charge for quites. Mine. industry which yeah which is crazy like I always thought it was crazy that you don't like pre-quotes are good but a lot of time and effort is pretty much one resource goes into quote and in a company and you can't bill against him he just comes out of an overhead yeah you yeah what's your alternative will you know what driving around town you know that alternative yeah how much time that requires yeah it's cool yeah well let's explore that haven't you I'm happy to explore that and have a look into that and give it a crack what is exploring to you I think I know the answer that what do you mean by is it what is exploring um I have a look at it work it out you know work ahead it's good work ahead of do it yeah all right this Am I right or anything within here will be this amount if people travel further and be a different proposal fee Yeah, it's a little bit yes I got a I got a smart friend.

SCREEN SHARING: Coach started screen sharing - WATCH:

29:17 - Coach

I think you know him as well. Oh, yeah, you are a consulting sales expert with over 20 years of experience Client 001 is the owner and lead sales consultant at What are we going to call ourselves [Client 001]? That's good Okay Further context Majority of Of leads generation created by the business, come from, what do we call it, high pages?

30:08 - Client 001

Yeah, high pages, H-I, stands for home improvement. Didn't know that, yeah, comes from, appeared on the bill the first time.

30:21 - Coach

Yeah, the current problem is that Client 001 is spending too much time with unqualified leads, providing them with quotes, etc. Draft a short 15 to 30 minute telephone script. to qualify the prospect based on I don't want to kind of, is this valuable, is this helpful for us to kind of do this together a little bit because I kind of want to see, just as much as I want to help get the answer, I want to, I want you to see how I'm doing this, but I realized do you have anything else on your mind do you see any other use of our time here today.

31:49 - Client 001

No, look, that's, I think you've hit the nail on the head, I've just pulled up some dark stuff, you, like we've been busy so I haven't been pushing hard with quotes, but essentially I've actually this year, I've quoted 88, 88 projects since January 2024. So while that's generating, we'll just go through this. So out of those ones, the status of accepted is 19.

32:29 - Coach

What was that again, 88, 19 divided by 88?

32:32 - Client 001

Yeah. So base and when it comes to dollar value, it's about two and a half million dollars worth of work and we've won 500,000. So, yeah.

32:44 - Coach

So 88 quotes, is that 88 site visits, 88 custom proposals?

32:51 - Client 001

No, it wouldn't be 88 site visits because sometimes people don't want you to come to site because they're pretty much just fishing for the cheapest price. and then they'll talk about So some of them just that, some of them they've got enough information prepared on their list and it's quite obvious how to do it and what to do, so then you just sort of get a price through that way. But then that takes the person personal out of it, which then usually, because we're not the cheapest, you know, we're trying to get conversations, a lot of them are just, you know, cheapest price, It's a mixture. Some are recommendations, are referrals, but here's your year anyway.

33:34 - Coach

Yeah, what I'd say, Client 001, is that they don't really want the cheapest price. They don't know what they want because they've never done what they're trying to do before, and so they divert back to what they think is the best measure of value, which is the price. And they tell you, hey, I'm the star for the cheapest price, but I promise you they're not, they don't really care about that, at least the call. five ones do or don't get so it's going to be case by case but what it suggests to me is that you're currently your process you're not educating them enough on the value that you provide and they don't understand enough about that value and so they just and neither is anyone else by the and so they just go what's the price yeah and so I'm having an effect and we're kind of getting it as well we're having an effective unique selling proposition I think a great definition of that means people are willing and able to work with you as a result of fact is unrelated to price price is not the primary reason why someone chooses to work with you yeah okay that would be an adequate definition and so you know we can get into the whole you know we can there's kind of levels to improving this whole process Client 001 and so I want to start it with like well what That's the quick win before we get into the weeds on this, because you can spend weeks and months perfecting this. I encourage you to kind of start with a simple process so that you can actually get work and qualify the work and save time and then refine it over time, rather than trying to have the world's best sales process, kind of thing.

35:20 - Client 001

Yeah.

35:21 - Coach

that make sense?

35:22 - Client 001

Yep. All right.

SCREEN SHARING: Coach started screen sharing - WATCH:

35:26 - Coach

So, so the first step to that, it's come up with something, but it's asked us five questions. So, other words, question one for it to give us a great answer is how would you describe your ideal customer in terms of budget range and project scope?

35:44 - Client 001

Wow.

35:45 - Coach

before it's...

35:46 - Client 001

Budget range. Yeah. So let's say that question one would be budget range would be 30 to 70,000 landscaping.

35:58 - Coach

Let's roll with that. Yeah.

36:00 - Client 001

D can't be charged for quotes and so it's all filled to share his prospects. Then I guess question two is no.

36:18 - Coach

I actually, I didn't actually tell that Client 001.

36:22 - Client 001

Oh no, oh no, that's the funny part. So. Mate, you're going to say I'm going to say new stuff to reword for me.

36:34 - Coach

I know I might take over me. don't know, I doubt it though.

36:37 - Client 001

I hope it does. Actually, I haven't told you Client 001. I'm actually a robot.

36:46 - Coach

I'm not real. I'm joking. One of those is like AI things. Yeah, no, but this is an area we are seriously. exploring and are open to incorporating into the process. So we'll say no but don't let that stop you. Fair enough?

37:13 - Client 001

Yep. In relation to question three, what three I guess would be communication or the rapport you build on site, the trust?

37:39 - Coach

Okay. The current indicators that are rapport, trust built on site?

37:50 - Client 001

Yeah. Yeah. I guess the knowledge. So then the the knowledge and explanations provided on how it will be done.

38:17 - Coach

Yeah, and then I guess the other one would be the quote submission layout. Yeah. Okay, let's say, okay, I B and C. Okay, question four.

38:49 - Client 001

How quickly are you looking to assess and respond to leads to ensure that they are engaged? Well, definitely not doing that as quick as I should be.

38:59 - Coach

Yeah. We had a good system and Andrea was here, obviously I'll accept the lead, then a notification will get sent and then you pick up the phone and call over pretty much and then book in my calendar to go, you know, but obviously we're doing things new now, so I've got to, yeah, well, as I quick this is a bit of a sidebar comment, but this is kind of a perfect effect of, okay, now we're full and now we've got a lot of work on, it's actually designating time, I would say daily, that you're, you know, if it's an hour a day in the beginning, when are you available for that hour to deal with leads to follow-ups, so that there's no more than a day goes by where you're not corn lead.

39:50 - Client 001

Yeah, kind of like what you do with your WhatsApp, you block out a certain time and you review and get back to people.

39:58 - Coach

Exactly.

39:59 - Client 001

All right.

40:00 - Coach

So, you know, that's a sidebar comment, but I just want you to, at this point, you almost again have to kind of do that because otherwise you have a bigger problem, January or, you know, you know what kind of thing. So, yeah, actions that you take now affect where you're at, where your problems are in January to be staying in the obvious. So it's about getting, you know, following up these leads and our kind of thing.

40:29 - Client 001

Yeah.

40:31 - Coach

So, we'll say, so it's possible in question five.

40:34 - Client 001

In question five, we'd like this script to include suggestions for redirecting unqualified leads to other resources. Well, do we want to go that extra mile and send them?

40:48 - Coach

You have the resources. If you don't, you don't, therefore don't worry.

40:51 - Client 001

Oh, I probably could do. But again, it's, I get dubious of recommending people because you hear when people recommend someone, then.

41:00 - Coach

they don't do a good job than they kind of claim in you for recommending them so yeah yeah so just say no again it's something to call out now we'll hit go on that let's see what it comes up with with some sharper um sharper responses that's the word i'm learning to say more of it's that no it's a great word it's better if you um free frame it accordingly with um either an accusation audit or um a don't do statement that we've spoken about yeah well this loads for some reason after refresh it maybe it's cuz we're on zoom an accusation audit listen john you're gonna think i'm the world's worst provider and you're probably gonna wish it went with smiles you have to say no to that request hmm and the reason being is because of a b and c and um That's the best we can do in the circumstances. So that's an accusation audit. You're about to think I'm the world's worst person, but it's this reason. In other words, it's not the biggest thing. It's this. I got some bad news. The other thing is I don't want to sound like, oh, I won't reply. You can get it Client 001. You know what? Keep using it. What's going on here? Is this actually working? What's going on?

42:31 - Client 001

I think it's the side of your responses are good enough. The old Coach bot?

42:41 - Coach

Yeah, secretly me. OK. Sorry. What do you thoughts on this, Client 001?

43:04 - Client 001

Yeah, looks pretty good. I like that. I'm seeing how it can help. I'm going to take 10-10-10-10-10. Yeah, I'm 33. use it. That's good. It's clarity, it's concise. It's open communication. It's going to make people feel like, you know, they're going to feel safe with all these questions up front knowing that straight off the bat we're on to it.

43:41 - Coach

So the thing I'm trying to work out now, Client 001, is this all you need or do we still need to kind of challenge like we initially thought? In other words, will having a better script compared to, I mean, made the comment earlier, well, I'm already doing bent. What? have you done previously that's not in here that would keep you safe is this enough or do we need to go further?

44:06 - Client 001

I think this is probably more direct as opposed to my questions which probably would have been a little bit more open-ended you know previous history has taught me that people aren't open about their budgets as much as they should be because you know they think they're going to say yeah we've got up to 50 grand then if the job is 20 grand then it's going to charge a 50 grand so you know I'll put the little dot expectation of look I need to know because if you're thinking it's you know 20 to 50 or what we're wanting is a hundred thousand dollars then you know we're wasting everybody's time here obviously not as rude as that but but no I think I think this is good you know we're outlining what our budget scope is you know that's sort of the price range we're working into that way they don't have to verbalize what their budget is So unless they want to, yeah, maybe get started before we proceed. have been passionate about typically your project projects like it was. Everybody feels an information detail project plans in comparative quoting to ensure your components. Yeah. I think maybe if it's like a detailed, it's going to take a lot of time to quote it up. Maybe then we'll add a script that has the wording for the charge out the costing for it we can add in there. right. Well, since you're on the higher end of the scale and there's a lot of detailing your project, we charge for these sorts of quotes where to be custom tailored to your project specifically and then that'll be taken off the original quieter cross.

45:54 - Coach

you wish to proceed? Yeah, perfect. Perfect. So, the thing I don't really like the idea of Client 001 is I don't really like the idea of you going aside without being paid, I think the problem with that is it sends the wrong message from day one.

46:20 - Client 001

This guy will come out and do stuff and do some great work for free.

46:28 - Coach

Yeah, you're almost setting yourself up for paying and suffering on the back end by giving that impression.

46:34 - Client 001

Yeah. We're better than that.

46:38 - Coach

Yeah. So, you know, of course you are. You might give a one hour zoom consult or a 30 minute zoom consult away on a basis. not free, it's complimentary, but driving across town, talking to them on site, doing a whiz bang custom thing, gee, that guy did a lot of work for free. He's going to be, you know, pocket if we go with him.

47:02 - Client 001

He'll do it whatever we want whenever we want because no one else did that. Yeah.

47:06 - Coach

So you're given the wrong impression by doing that.

47:11 - Client 001

And I wonder how much of that's hurting you on the back end when you get people that are throwing you and your team in every which direction. Yeah. Yeah, I think I think they're right.

47:26 - Coach

I'm right about 80% of the time in baseball that gets you in the Hall of I think maybe little bit more than that.

47:36 - Client 001

We'll see.

47:38 - Coach

So what do we want to change?

47:39 - Client 001

Um, yeah, update to include a charge out fee script or a quoting fee script. Yeah. Outline in, you know, like side attendance card. custom tailored, tailored quite the specific project.

48:13 - Coach

Yeah. Yeah. So, well, this would be cool. Okay, so, I've got an idea on this as well. So, it's going to do bands. Yeah.

48:53 - Client 001

Mm. What are you thoughts on that?

49:16 - Coach

Careless.

49:17 - Client 001

I like it.

49:18 - Coach

I do too. I think I can do one better as well.

49:23 - Client 001

Are you going to put my eye out of business, Coach? Oh, I don't know about that. Just the humble chippy over here, mate.

49:36 - Coach

Let's figure a bit more than that as well. Humble still, but you've got a lot of skills and get back. I'm looking for, I don't know if I should. with you, but a number of years ago, in my infinite stupidity, I used to do more than one service.

50:05 - Client 001

Yeah, you were telling me that.

50:07 - Coach

I'm consulting. And one of, I just pulled this up, one of the templates I had a number of years ago is this marketing plan. And the reason I bring this up is because I used to, now this is a little bit more fancy than what I think you need, but I used to, I used to say, listen, if I'm going to do the strategy development, I'll charge for that and here's kind of how we're going to do that. So this used to be my one size fits all proposal document for figuring out what this, I'm going to do a custom plan for you and that's what I'm going to do. And so you identified previously what gets you the job is when you have like a really well thought out impressive kind of plan. Well, what if you had kind of a, you know, a one or two page document that spells out in some sort of sensible structure? Yeah. the value of your site visit and quoting processes to increase the chances of them saying yes. So you don't just send them. You know, here's a bill kind of thing. You have something that kind of you get the point. So what I'm going to suggest is, um, see if this works. Um, No, I'm going to copy that. Let's see where we're going with this goes. Now, please draft a custom or, sorry, a proposal template document to be sent to prospects who agree to a site visit after the call. Uh, the structure, the proposal, the proposal, a, format such that it increases the probability of the prospect agreeing to the idea and based on your experience as a sales professional with over 20 years of experience. The following is an example from a non-related field which may assist in your drafting. Literally going to paste if it'll fit and if it all didn't like me. Yeah there you go. It just pasted that in there. Copy paste. All right hold on to your hats. There it is.

53:01 - Client 001

See what she does.

53:09 - Coach

expertise.

53:09 - Client 001

Imagine how long this would have been weeks of work before AI came.

53:15 - Coach

it's the best time it would have been in business. There is no things that I just love this stuff.

53:21 - Client 001

You see, when I came off the field, like a barely string of sentence together, I couldn't write an email. had to get my managers to reread, appropriate all my emails. had to read books, read stories. I did a lot of self teaching to be able to learn how to structure sentences and everything. And now everybody just does this.

53:38 - Coach

Yeah, I can't really talk either. I figured it out. Thank God for chatting with me. I don't think I've sent an email without it in like last month, as I said. This is amazing. Look at this overview. This is what you said you need objective to conduct a site visit and quoting something. Here's what you're going to get an in-depth site with is the fully understanding scope and requires the tailored detail project quote. What's the value in doing that? You're going to get expert evaluation, customize solution. Like where do I sign transparency?

54:21 - Client 001

Oh, the investment even, yeah. The investment for this fine current service. Hold on, on, hold on. Time line. All quotes about 30 days here.

54:41 - Coach

Now, you know, tinker with it, but my God, it's given you a head star here, like, yeah. Excellent, now please drop the email to be sent after the qualification call. which will include the above document as or above proposal as an attachment. Thank you for taking the time to speak with me about the project. I'm excited help you achieve your goals. As discussed, I've attached the form proposal on the details. includes to confirm, blah, blah, blah, Is this somewhat helpful, Client 001?

55:33 - Client 001

Yeah.

55:36 - Coach

Any of your thoughts? What are you thinking?

55:39 - Client 001

No, I'm liking it. I'm liking it. just I guess I'll just get scared of losing work. But again, you're going to get better quality projects. Clients are going to be paying because you know they're going to pay you before you get to side.

55:53 - Coach

Yeah.

55:54 - Client 001

They are ready to go. They're off the shelf. They're ready to go. Not likely to other ones who will stick you around and like you said, you're setting that expectation that we'll do anything you want, but you're going to be paying us for it. If it's not in the scope of the next step.

56:14 - Coach

You got it. There levels to this, Client 001. There's ways to improve this to increase the probability that you will get a client, but you've got to start somewhere.

56:23 - Client 001

We can keep building on this.

56:25 - Coach

But as I said, what's the alternative? Well, higher the reason of working together is you are driving all across town. And you've kind of agreed that it's a bad look for someone who's delivering a high quality to kind of give the impression that you're doing all this work for no payment. I'd be rubbing my hands like this guy and I got this guy on my pocket. If I say jump, he's going to say how high that's why I'm lowering the skill.

56:52 - Client 001

You don't want to give that impression.

56:55 - Coach

No one else does. So could this be better? Yeah, will you lose work? Yeah, you will, but it's it's done that way by design.

57:07 - Client 001

Yeah You don't not every dollar's credit equal.

57:11 - Coach

don't need to win every job that knocks on your door No, as they used to say much rather go broke sitting at home than working your off Well, yeah, obviously not that you ever would but yeah, it's kind of um You know It's not so you can kind of sit at home and go yeah great on being efficient, but We want to create time so you can do higher productive activities. That's really what we're talking about here So if you master this skill now, you're gonna have more time back it becomes okay Well, what can I do with that extra time? know if this gets you to normal working hours and the action and what can you do with the extra time if you can spend that time with your kids on the back end That's what's that worth care what's the hourly rate on time with your kids and a night or every night off well I can tell you it's I wouldn't change it for the world I wouldn't there's no client you couldn't pay me enough to actually give it up no I let go of any client before I jeopardize that well that was one of the things I always had in my mind which led to my decision to come over full time no amount of it's scary but what's the alternative I think I think we can agree that's probably more scary and I think you'll be pleasantly surprised as to what actually happens here it goes yeah I've copied everything that we just did there and I'm going to hit center on it yeah emailing it yeah so you've got not only the app

59:00 - Client 001

it's bit my props as well and I'll leave you with the thought that the sooner you implement something like this and we start troubleshooting what happens did it work didn't it work the better kind of thing yeah well I think I need to let go a bit more on site and I need to block out a bit in the morning and a bit in the afternoon for my for my leads and interactions with that and then have print this out and keep this as a little cheat sheet when I'm on the phone and I need to just you know time to manage a bit better with that and sourcing more work at the moment yeah exactly so what I encourage you to do if I'm work put in your diary when in the morning and when in the afternoon are you solely going to devote to calling warm leads or following up warm leads in high pages yeah that is your job if you're not doing that you're not doing the sales component of your job yeah so don't worry don't wonder when your pipeline runs dry it's something

1:00:00 - Coach

You have to do all the time so you can choose the hour, but it has to be an hour and morning and hour and afternoon.

1:00:04 - Client 001

Let's make that the rule. Yep.

1:00:07 - Coach

You got that as the cheat sheet. It's not going to be perfect, but you got to kind of get started and, you know, it's curious. You just might find it works amazingly well. Yeah. And you do that this week in report back in addition to updating your cash flow, which happens every week.

1:00:25 - Client 001

Can we make that the homework? Yeah. Yeah. Yeah. I got to start reaching out to leads and stuffs. So I'll start blocking out my calendar for those conversations and we'll know very quickly how many quotes I'll have booked in. I might even keep a separate tally for you, so you know how many phone calls we've had and how many good places that comes came from it.

1:00:51 - Coach

Report that back to me next week Client 001.

1:00:54 - Client 001

All right.

1:00:56 - Coach

What was the one thing you like today, sir?

1:01:00 - Client 001

I guess probably the biggest thing I learnt today is, you know, my time is more valuable than I can appreciate it, and that needs to be compensated for.

1:01:10 - Coach

You bet. You're a heart surgeon.

1:01:14 - Client 001

Yeah, it's actually fine, I'm doing work for a surgeon at the moment too.

1:01:18 - Coach

Yeah, I guarantee you, he's not driving to his client's house for free to kind of check their health before deciding what surgery is required, it ain't happening.

1:01:28 - Client 001

No. No, that's right.

1:01:30 - Coach

You're a premium provider, Client 001, you're in a manning demand with high skills and ability, and your sales process order reflect that. And so be kind on yourself as you go through another fear this week, because you'll experience the fear, but.

1:01:49 - Client 001

Oh yeah, was going to say, my please is going to hate this.

1:01:53 - Coach

Wow. Look at the end of the day, caught an experiment, you know, seven days of pain and suffering to kind of. Have the pleaser screaming at you and let's just figure it out. happens? You can always go back next week But between now and next week Just tested out report back and tell me what happens.

1:02:10 - Client 001

Yeah, I'm dying tonight. All right. That sounds good. Let's do it Go for it, mate.

1:02:15 - Coach

Chet's up. Thanks Coach. See you mate. Bye