

# Door Knocking



## Approach

*"Hey, how's it going? Great – I'm really sorry to bother you, I just wanted to let you know – do you by chance know (neighbor's name) who lives right over there? Okay, cool, they're actually my (friend/uncle/coach). I actually just got done taking a look at their roof. They had me do an inspection because of that big hail storm we had a couple weeks ago. I actually did find some hail damage up there, which isn't too surprising considering most of the cars in the area got dinged up. Anyway, since they had damage on their roof, it's likely that a lot of the neighboring houses do too. I'm actually going to be back out here on (day) and (day) to do a few more free inspections for some of the neighbors. Would (day) at (time) or (time) work better for you?"*

## Further explaining:

*"Yeah! So basically what we'll do is hop up on the roof, take a look around and see if there's any bruising up there from the hail. See what hail does is it leaves 'bruises' which are soft spots on the shingles. It causes the granules to loosen and erode off the asphalt, exposing the asphalt to the sun. It can take months or years, but eventually the sun chews a hole through the asphalt and then you finally get leaks. Insurance covers it if it's damaged; if you don't have any damage, we'll just let you know you're looking good and have nothing to worry about. If do find damage like we did on (neighbor's) house, we'll take pictures of it and come down and show you what's going on and let you know what we can do to help you out. So would (day) at (time) or (time) work better for you?"*

## Firm up (+ write appointment date & time on back of business card)

*"Great, so I've got you down for (time) on (day). Will your spouse be able to be there? Terrific. Just in case it rains or something, I obviously can't get on a slippery roof – what's the best number to reach you at just in case I have to reschedule? Thanks. Okay, would you do me a favor? Just stick my card on your fridge so you don't forget. :-) I'll see you on (day) at (time)."*

## Write down important info:

- Name & spouse's name
- 1 or 2 story (also if it's super steep)
- Address
- Time & date
- Their phone number

## Handling Basic Objections

- Remember: most people don't realize they have damage, so they may not say yes right away. It is completely normal to get an objection or two at the door.

### Feel – Felt – Found method

- o Ask → (objection) → Agree, but → Feel/Felt/Found → Ask again
- o Ask for the appointment, and when you get an objection, first AGREE, don't argue, using the feel/felt/found method, then ask for two times again.

*"I totally understand how you feel, in fact some of the neighbors felt the same way, but what they found was it was better safe than sorry to get everything checked out just in case they did have damage, like so many of the houses in the area do. So does (day) at (time) or (time) work better for you?"*

## 3 Most Common Objections

- I don't have any damage.

*"I totally understand, in fact a lot of people have felt the same way, because unlike wind damage which rips shingles off entirely, hail damage is really hard to spot and doesn't leak for months or years, but what they found was it was better safe than sorry to get it checked out, just in case. Like I said, it's a free inspection. If we really don't see enough damage to cause any concern, we're not going to tell you you need a new roof if you don't – that would be an enormous waste of our time. So does (day) at (time) or (time) work better for you?"*

- My husband/brother/neighbor already looked at it.

*"I totally understand, in fact one of your neighbors said the same thing, but she had me take a look anyway because her husband is a dentist, and he admitted he didn't really know what he was looking for. They were glad they had me take a look because they actually did have hail damage like a lot of the houses nearby, and I ended up meeting with their insurance company who agreed to pay to replace their roof, so would Monday at (time) or (time) work better for you?"*

- I'm just going to have my insurance company check it out.

*"I completely understand, but actually what we do is a free inspection to see whether or not you even have any damage that would require filing an insurance claim in the first place; that's why people have us take a look first. So would Monday at (time) or (time) work better for you?"*

### Still a no?

- Never take it personally! Leave it on a good note.
- In this industry, we get a LOT of callbacks from people who initially didn't schedule an inspection, but later they saw all their neighbors getting new roofs and called us back. Say,

*"No problem! Well I'm going to be seeing Barry & Jan, Claire & Peter, Ted & Barb, and several more of your neighbors this week, so if you change your mind, just wave me over. Here's my card if you want to give me a call! Have a good night."*