



From Basement to Beautiful!™

TBF Presentation & Closing Trail

*Total Basement Finishing
Sales System*



Miss U
CRIS
Right Size
PC Disc
Disc Later?
Your Way

\$ Financing
Value Line
Home Value
Thermometer
Ask Q's
F-F-F
Rev PC Disc

Shop
Price Assurance
Last Shot

Follow-Up Date



From Basement to Beautiful!™

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TBF RIGHT SIZING

"I want to finish the whole basement."

"Right Sizing" is critical in order to be successful selling Total Basement Finishing for three reasons.

First, when homeowners clean out their basement and see all of the open space they immediately want to finish the whole basement. In most cases, this turns out to be far more finished space, than they actually need or want. As a result, the salesperson finds him or herself presenting large basement projects with large price tags associated with them.

The next reason why it's imperative to become an expert in **"Right Sizing"** is to make the best use of available space in the basement. This is important because features such as hallways and closets can substantially increase the price of the basement project.

Lastly, "Right Sizing" the finished space ensures that the homeowner is getting just what they want which justifies the cost of the project.

Become expert at presenting the scripts below:

The Elevator

Homeowner: I want to finish the whole basement.

Salesperson: We can finish the whole basement. No problem. This is a great space. You have plenty of room, good ceiling height, your stairs are going to work just fine, etc. (Share good news and enthusiasm with the homeowner. This will lower their resistance and allow them to listen to what you're going to say next.)

Salesperson: Can I ask you a question? What is your favorite room in the house?

Homeowner: Our family room.

Salesperson: Let's say we had an elevator that could lower your family room from upstairs down into your basement. If your family room from upstairs was in your basement, would that work for you? Great. Let's go upstairs and measure the family room so we can see exactly what it would look like in the basement. Okay?

Storage

Homeowner: I want to finish the whole basement.

Salesperson: We can finish the whole basement. No problem. This is a great space. You have plenty of room, good ceiling height, your stairs are going to work just fine, etc. (Share good news and enthusiasm with the homeowner. This will lower their resistance and allow them to listen to what you're going to say next.) **Can I ask you a question?** (Identify stored items in the basement like this.) **What are you going to do with those boxes over there, or how about the shelving over here, where is all that going to go if you finish the whole space, and the ski equipment, bicycles, etc?** If this is going to be a finished space, where are you going to store all of these things? And I noticed you have children, where do you plan to store their future stuff?

Homeowner: I'm not sure.

Salesperson: I can tell you where it's all going to go. You know your upstairs closets, they're all going to be filled to the top. You know your garage, it's going to be packed with stuff. You'll barely have enough space to park your cars. Or worse, I've seen homeowners finish their basement only to have half of it used for storage. Are you open to some suggestions? In our experience, most homeowners leave one-third to one-half of their basement for storage for the reasons we just talked about. Also, realtors tell us that home buyers are generally concerned if there isn't enough storage space in a home. How about this – let's leave this area over here for storage, and we can use this area for your new finished space. This would give you adequate room for storage and you'll still have plenty of room for your new TBF finished basement. Right?

Right Size Through Price Conditioning

Homeowner: I want to finish the whole basement.

Salesperson: We can finish the whole basement. No problem. This is a great space. You have plenty of room, good ceiling height, your stairs are going to work just fine, etc. (Share good news and enthusiasm with the homeowner. This will lower their resistance and allow them to listen to what you're going to say next.) Remember I said that the cost of your project only depends on two things: The size of the space you want to finish and the features and options you choose to have in it? So I don't make the price, the computer generates the price based on those two things. Just to let you know, I'm not going to pull a price out of thin air. Okay? So help me help you. What's a comfortable budget you folks have in mind for your new finished basement?

Homeowner: We're not sure. You're the first one in.

Salesperson: (Slowly look around the basement and picture the whole basement finished. Then say:) What if I said, to finish a basement this size could run about \$ _____. (For a full basement finishing project add about \$20,000 or more to estimated price.) What would you say?

Homeowner: There is no way I'm going to spend that much on a finished basement.

Salesperson: So there is a comfortable budget. I don't generate the price the computer does. Help me help you. What's a comfortable budget you folks want to invest on your basement project?

Homeowner: \$ _____.

Salesperson: That's workable. Are you open for some suggestions? (Now take control and right size the space in a way that makes sense for the homeowner.)

Right Size The Bathroom

Homeowner: I definitely want a bathroom in our new finished basement.

Salesperson: Sure, basement bathrooms are no problem; we do them all the time. They look great. Let me ask you, how often do you plan to use this bathroom?

Homeowner: Not sure, just thought since we're finishing the basement that we could add a full bath.

Salesperson: You certainly can. They look awesome. Let me ask you – what if I told you, that a basement bathroom runs about \$14,000. (If the homeowner doesn't flinch include the bathroom in your layout. If the homeowner is not sure if they want a basement bathroom say:)

Salesperson: (Pause for 5-10 seconds) How about this – we'll design your new finished space in such a way that we can bolt on a bathroom if you want one in the future. So let's see what it would cost to finish your space. If you're comfortable with the price we could always add the bathroom. Sound good?



Call Center Script - Questionnaire

Date:

- Hi, this is _____ . I can help you!
- You'd like some information on finishing your basement?

Note:

- Great. How did you hear about our company?

Answer:

- Let me take some information from you and then we'll set up an appointment. Okay?
- Are you the owner of the property? Yes No
- * • Are there any other owners? Yes No
- Names of owners, spell it back.

Names:

- Can I have the address of your home, zip code, cross streets, and color of your home?

Address:

City:

State:

Zip:

Cross Street:

Color:

- And your phone number? (repeat back) cell and office?

Home Phone:

Cell Phone:

Office Phone:

- How do you plan on using the space?

Answer:

- What is the approximate square feet of the home?

Sq Feet:

- It sounds like you have a great home, and our system is designed specifically for the basement.
- Approximate square feet of the basement?

Sq Feet:

- How large is the space you are planning on finishing?

Sq Feet:



Call Center Script - Questionnaire

- What is your timeline for getting this project started?

A year 6 months asap?

- We have a program where you can get the project done now, and pay in 6 months or a year, does that interest you? Yes No

- Are you in the planning/design stage, finding a contractor to complete the project? Yes No

- Do you have a budget set aside for the project? Yes No

Amount:

Well most projects fall between 15-25,000, 25-35,000 or more depending on the size and options chosen like bathrooms, wine cellars etc. Where do you think your project might fall?

Amount:

- Is your basement completely unfinished? Yes No or do you have an existing ceiling, floor covering, Yes No or wall paneling of any kind Yes No and is the floor concrete? Yes No

- Do you know the ceiling height? Height:

- What time do you (*both) get home from work?

Time:

Time:

• Okay, lets go ahead and schedule your appointment.

• So, a good time for (*the both of) you is: Time:

• (If they say, "My spouse isn't going to be there," then say) We can make it another day, how about _____ or _____. We are open 7 days a week, whats best for you?

Alt. Time:

Alt. Time:

• (If they ask, "Does my spouse have to be there?" say) Since we offer this free design consultation and between travel time and design layout we have over 3 hours invested on our part, the only requirement is that whoever is involved in the design and budget be there to have input on the project. Plus, it's a lot of fun.

• OK, let me put you on hold to see when our next available appointment is, all right? Just to let you know, our average appointment is about an hour and a half.

Note:



Call Center Script - Questionnaire

- Your appointment will be with

Consultants Name:

(Consultant's first name) is a certified Basement Finishing Consultant and offers creative design solutions for his customers. He's (she's) a nice guy (person), our customers really like him (her) and I think you will too.

- I'm going to send you a Personal Profile with a picture of (name of specialist) with the date and time of your appointment, a beautifully illustrated idea packet, and a free copy of our Creating Spaces DVD for you to watch before we come out to visit. Do you have an email address that we can send some information to you?

Email Address:

- OK, you're all set! We'll see you on

Date:

with Consultants Name:

- Thank you for calling. Have a great day!

Notes:



9 Steps to a Sale!

1 Handle the Incoming Call – lower sales resistance; schedule the appointment.



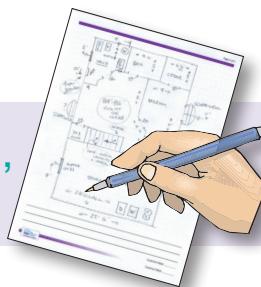
2 Pre-mailing – TBF Brochure, 'Personal Profile' sheet, references, 'Basement Finishing Science' book, Ron Hazelton/Creating Spaces DVD.



3 Confirm, Arrive, Warm-up – verbal warm-up, and start laptop. Review about TBF, photo gallery, and meeting plan.



4 Customer Survey – understand customer's needs and wants.



5 Measure Space – make a sketch, and layout new finished space.



6 Sales Presentation – take customer shopping using Total Basement Vision.



7 Pre-Close – Isolate it down to money and complete proposal.



8 Review Products in Project – ask homeowner to guess price, present price, and monthly investment.



9 Close - with the Closing Trail and promotional offer. Print proposal and leave in presentation folder with brochures and book.

9.5 Follow-up - enthusiastically on unsold proposals (Phone, Mail, and Email.)



Price Assurance Guarantee

Date: _____

TBF Representative: _____

Price Assurance Guarantee ensures the total price of \$ _____ for your basement project is the lowest price available for the work specified in this agreement. If a contractor registered with the BBB offers the same standard of materials, quality, and work of equal specifications within 30 days of the above date for less than the above price, Total Basement Finishing will match the price plus \$100 with a written estimate.

Customer's Name: _____

_____ Decline



PREFERRED CUSTOMER DISCOUNT

Total Basement Finishing has resolved that homeowners who know what they want and decide to move forward upon the completion of their proposal are deemed Preferred Customers — and as such, will be eligible for a

7%
Discount

The Preferred Customer discount is not available at any other time, and cannot be combined with any other offer.

If The Price Is Right!



From Basement to Beautiful!™

Pay to the order of:

If you are within \$1000 of the cost of the job I will pay you \$200!*

\$ 200.00

Customer's Signature

Basement Finishing Expert's Signature

*Cost of the job must be \$20,000 or higher to be eligible for \$200.00 taken off your signed contract.
Cannot be combined with any other offer.

If The Price Is Right!



From Basement to Beautiful!™

Pay to the order of:

If you are within \$500 of the cost of the job I will pay you \$500!*

\$ 500.00

Customer's Signature

Basement Finishing Expert's Signature

*Cost of the job must be \$20,000 or higher to be eligible for \$500.00 taken off your signed contract.
Cannot be combined with any other offer.

If The Price Is Right!



From Basement to Beautiful!™

Pay to the order of:

If you are within \$200 of the cost of the job I will pay you \$1000!*

\$ 1,000.00

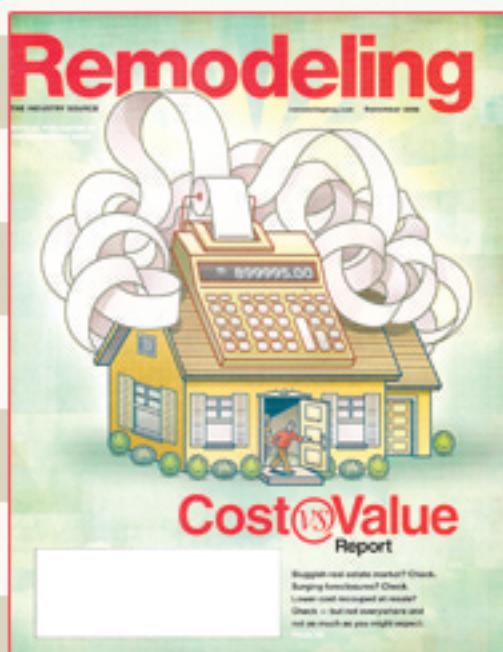
Customer's Signature

Basement Finishing Expert's Signature

*Cost of the job must be \$20,000 or higher to be eligible for \$1,000.00 taken off your signed contract.
Cannot be combined with any other offer.

New England — Midrange

Boston, MA	Manchester, NH	Providence, RI	Job Cost	Resale Value	Cost Recouped
Burlington, VT	New Haven, CT	Springfield, MA			
Hartford, CT	Portland, ME	Worcester, MA			
Attic Bedroom			\$49,346	\$40,992	83.1%
Backup Power Generator			\$14,304	\$8,428	58.9%
Basement Remodel			\$63,919	\$33,877	53.0%
Bathroom Addition			\$39,046	\$23,233	59.5%
Bathroom Remodel			\$16,142	\$11,454	71.0%
Deck Addition (composite)			\$15,373	\$10,904	70.9%
Deck Addition (wood)			\$10,634	\$8,573	80.6%
Entry Door Replacement (fiberglass)			\$3,490	\$2,275	65.2%
Entry Door Replacement (steel)			\$1,172	\$1,470	128.9%
Family Room Addition			\$82,569	\$48,488	58.7%
Garage Addition			\$58,432	\$36,361	62.2%
Home Office Remodel			\$28,375	\$13,648	48.1%
Major Kitchen Remodel			\$57,215	\$41,260	72.1%
Master Suite Addition			\$106,278	\$62,859	59.1%
Minor Kitchen Remodel			\$21,411		
Roofing Replacement			\$19,731		
Siding Replacement (vinyl)			\$10,607		
Sunroom Addition			\$73,167		
Two-Story Addition			\$156,309		
Window Replacement (vinyl)			\$10,728		
Window Replacement (wood)			\$11,700		



Master Suite Addition

- 24' x 16'= 384 sq.ft
- Crawl space foundation
- Walk-in closet
- Full Bathroom w/tile shower
double-bowl vanity
whirlpool tub
- Carpeting & tile
- Electrical/lights
- Exhaust fan
- Paint

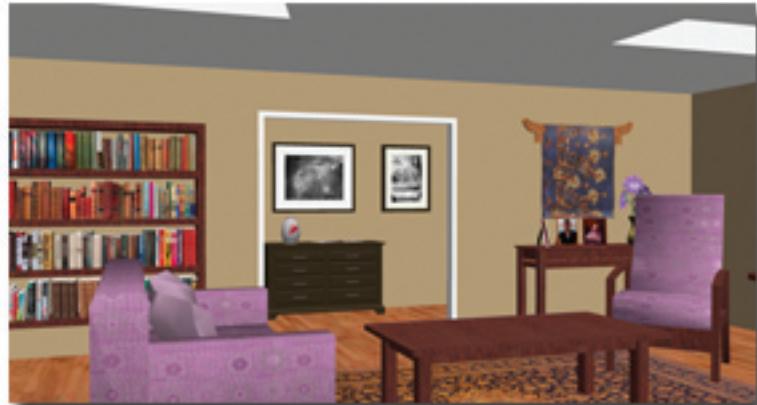
Avg. Cost \$106,278 (\$277 per sq. ft.)



Family Room Addition

- 16' x 25'= 400 sq. ft.
- Crawl space foundation
- Vinyl siding
- Drywall interior
- Flooring
- Windows
- Electrical
- Skylight
- Recessed lights

Avg. Cost \$82,569 (\$206 per sq. ft.)



Basement Remodel

- 20' x 30'= 600 sq. ft.
- 5' x 8' full bath
- Partition wall
- Drywall (walls & ceiling)
- Includes doors
- Electrical
- Recessed lights
- Laminate flooring
- Bar

Avg. Cost \$63,919 (\$107 per sq. ft.)





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TBF Presentation & Closing Trail

*Total Basement Finishing
Sales System*



Index

- 1.** TBF Presentation & Closing Trail
- 2.** TBF Closing Trail (Scripts Only)
- 3.** TBF Elements to Sell Well



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TBF Presentation & Closing Trail

*Total Basement Finishing
Sales System*

The screenshot shows a software application window titled "Main Menu". At the top left is the TBF logo. On the right side, there's a circular button labeled "Logout". Below the title bar, there are two main menu items: "ABOUT TOTAL BASEMENT VISION" (purple background) and "MY BASEMENT" (teal background). Each item has a corresponding 3D model icon above it. Underneath each menu item is a vertical list of links. The "ABOUT" section includes: Photo Gallery (with a green info icon), Meeting Plan (with a red info icon), Why Finish My Basement? (with a blue info icon), Drywall (with a blue info icon), Fiberglass and Fabric (with a blue info icon), and The TBF System (with a blue info icon). The "MY BASEMENT" section includes: Splash (with a blue info icon), TBF is Green (with a blue info icon), Ron Hazelton (with a blue info icon), Testimonials (with a blue info icon), Creating Spaces (with a blue info icon), and Why Customers Love TBF (with a blue info icon). At the bottom right of the window is an "Exit" button.

Step 3

Reason

- **Start to build rapport**
- **Set-up laptop computer**
- **Set the agenda of the appointment**
- **Introduce price conditioning**

Warm-up – Confirm, Arrive, and Warm-up

The system to sell Total Basement Finishing is easier than ever. Our products are the best in the market place, our sales tools are second to none, and our dealers are committed to excellence. We know that no two customers are the same, each have their own set of hot buttons and concerns. A salesperson has an average of 3 hours to build rapport, ask questions, discover the customer's reasons for buying and not buying, inspect the basement, take the customer shopping, build lots of enthusiasm for the TBF system, and close. Miss any part, and the result will be a no sale. The best thing to do is to follow a framework that systematically takes the homeowner through a process that can accomplish these goals.

We have a 9-Step system that does just that. As a matter of fact, for the salesperson, it's less than 9 Steps. It's only 7 steps since Step 1, Handle the Incoming Call, and Step 2, the Pre mailing, is handled by the office staff. The salesperson doesn't see action until Step 3: Confirm, Arrive, and Warm-up.

Step 3

Confirm: The idea of the confirmation call is to make customer contact. You want to confirm the appointment, ask the homeowner if they received the pre mailing packet, and find out if they had a chance to look through the material. The confirmation call is NOT the time to qualify the customer or to start selling over the phone. You don't want to qualify for the simple reason you haven't had the opportunity to show the homeowner the value of the TBF system. Price without value is never a good thing. You also don't want to start selling because you can't show the homeowner your selling tools to help communicate your message. Just confirm the appointment, ask the homeowner if they received the packet in the mail, and invite them to look through it.

Call #1 - Two days before the appointment

Script

"Hi, my name is _____ from Total Basement Finishing. I'm calling to confirm our appointment on Wednesday at three o'clock. Did you receive our package in the mail? Did you get a chance to look through the 'Basement Finishing Science' book?

(No)

Can you do me a favor, sometime between now and your appointment can you look through the Basement Finishing Science book. Our customer's find it helpful to look through the package before their appointment. If you get a chance to do that, that would be great!

(Yes)

Good! I look forward to seeing you wednesday at three o'clock."



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Step 3

Confirm on the way to the appointment

Once you're en route to the customer's home, take a moment to check in. Give the homeowner a call and let them know that you're right on time and should be arriving in "X" amount of minutes. If you are going to be late for some reason, try to give the homeowner as much notice as possible. I found this works well since the homeowner may adjust their schedule in order to allot enough time for the sales visit.

If you haven't tried confirming your appointments I challenge you to do so. You'll find that if the homeowner had an excellent experience with your company while scheduling their appointment, received the pre mailing packet, and talked to you twice on the phone before you arrive at their door you'll discover that the homeowner will welcome you like you're family.

Call #2 - on the way to the appointment

Script

"Hi this is _____ from Total Basement Finishing. I'm calling to let you know I should be right on-time for your appointment today (this evening). I'll see you at three o'clock.

Arrive

In the old style of selling, the salesperson would park their car so nobody could leave the driveway. That, of course, was when there was only one car per household. These days park your vehicle out of the way, preferably in the street if the driveway isn't too long. This way if one of the other family members has to leave, you won't be disrupted in the middle of your presentation.



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Step 3

Step 3 - Confirm, Arrive, and Warm-up

Warm-up

The Warm-up is critical to setting the tone for the rest of the sales visit. We know that when everything is equal people buy from people they like. We also know that when things aren't equal people still buy from people they like. This is why it's important for a salesperson to have "Behavioral Flexibility." They have to adjust their body language, voice inflection, voice volume, and rate of speech to best match the homeowner's. People like people like themselves.

When you enter the home for the first time the homeowner is going to give you around 90 seconds to see if they like you, trust you, and believe you. So, be sure to meet the homeowner with a warm smile, good eye contact, and a firm handshake. Anything less will confuse the homeowner causing them to withdraw both physically and emotionally.

Once in the home, there's only three common scenarios that can happen. The first one is, the homeowner brings the salesperson directly into the basement and starts to discuss their project. When this happens, just go with it sharing their enthusiasm, asking some questions while taking in a general sense of the project. At some point, the salesperson needs to take control of the process so he or she can lead the homeowner through the sales visit.

The next scenario is when the salesperson meets the homeowner in the foyer of the home and the homeowner doesn't know what to do, they're waiting for the salesperson to take the lead. This is a great time for the salesperson to take control of the process.

The last common scenario is when the homeowner takes the salesperson right in the kitchen and sits down. After some general chit chat, this is an opportune time to take control of the sales process.

For all three scenarios, the salesperson can take control of the sales process the same way by using the pre-mailing packet as an ice breaker like this:

Script

"John and Mary, can I ask you a question? Did you get a chance to look through the Basement Finishing Science Book? Great. We send this packet out, because our customers tell us it's important to know who they're doing business with, and we think that's important too."

So, before we get started in your basement, I just need a place to set up my laptop computer. This way I can show you our company and picture gallery of basements that we finished, so you can see what we do and get ideas and a vision for your basement. Okay?"

It's important to remember that the homeowner needs to know about whom they're going to do business with. Some salespeople "feel" uncomfortable talking about themselves and their company, thinking they don't have to because their reputation precedes them. Remember, it's not about your experience during the sales visit, it's about the homeowners' experience. They want to know why they should trust you with their home, their basement finishing project, and their money.



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Step 3

Step 3 - Confirm, Arrive, and Warm-up

Once the laptop is set up and plugged in, the first thing you want to do is to

→ **Click on 'About Total Basement Finishing' and say:**

Script

"Let me show you a little about our company, okay?"



→ **Click and play the 'Total Basement Finishing Company Video'.**



This is the first video that the homeowner is watching. The salesperson needs to watch this video like it's the first time he or she has seen it. What you're doing is training the homeowner to watch the video because it's important. If the salesperson is not paying attention to it and is doing something else, this gives the homeowner permission to do the same. So, watch the video with great interest and you'll see that the homeowner will watch it the same way.



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Step 3

Step 3 - Confirm, Arrive, and Warm-up

After playing the company profile video ask questions such as:

Script

“John and Mary, can you see that we have a lot of experience in dealing with the basement environment?” or “Can you see how dedicated we are to the industry?” or “What did you like best about us?”



Click on ‘Company Awards’ and say:

Script

“John and Mary, we’re very proud of all the awards we’ve won in business. We have over 29 patents. We have many innovation prizes. It’s great that we’re recognized for our good work.”



Click ‘Close’.

If you have a Power Point or .pdf about your own company and awards, this would be a good time to minimize Total Basement Vision and show your own credentials.



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Step 3

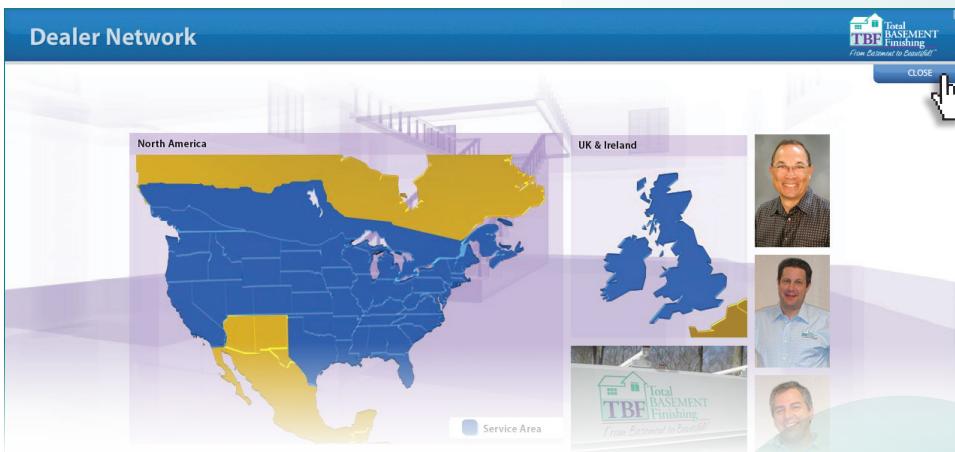
Step 3 - Confirm, Arrive, and Warm-up



Click on 'Dealer Network' and say:

Script

"John and Mary, one thing that you may not know is there are thousands of people working on what we do everyday. We're focused on serving customers just like you with the best products and methods in the industry."



Click 'Close'. Then Say:

Script

"We're so confident, our products are so good, we offer a 50 year warranty. Check this out."



Click and Play the 'Nationally Backed Warranty' video.



At the conclusion of the video say:

Script

"You'll see in just a little bit, why we offer such a great warranty."

Step 3

Step 3 - Confirm, Arrive, and Warm-up



Click back to 'Main Menu'.



Review Photo Gallery:

Next, it's time to show pictures from the photo gallery. The Photo Gallery is a place where you can show pictures of TBF finished basements. You can add your own pictures, delete pictures, and change the order in which they appear. You can customize this file by going to:

Start – Computer – Local C Drive – Total Basement Vision 2013 Data - Photo Gallery.

Simply drag new pictures in from your digital camera and they will appear in the Photo Gallery.

NOTE: If you're excited, act excited. If you're not excited, you need to get excited!!!

Buying a TBF basement is an emotional decision for the homeowner. They need to get excited enough to want a TBF basement. They'll justify the purchase later with their own logic.

Step 3

Step 3 - Confirm, Arrive, and Warm-up



Click on 'Photo Gallery' and review pictures.



Review Photo Gallery:

When showing the pictures in the gallery talk about features and options in each picture as well as how finishing the basement created a **new lifestyle for the family**. Introduce stories about movie nights, family members having more personal space, and how having an in-home gym, hobby room, or in-law apartment has made all the difference. These are the reasons why people buy.



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Step 3

Step 3 - Confirm, Arrive, and Warm-up

Meeting Plan

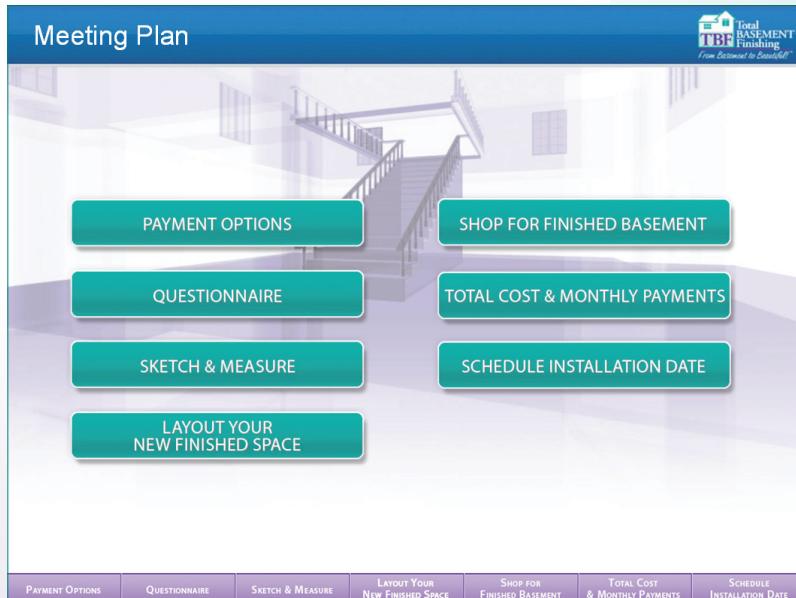
The Meeting Plan is where the salesperson lets the homeowner know what they're going to do and what to expect. If the homeowner isn't aware of the sales process, it's going to create anxiety for them and they're going to be consumed with thinking, "When is this over?" and "What's the Price?" Knowing what to expect lets them know where they are in the process and lowers their resistance towards the sales person.

Before going over the Meeting Plan, the salesperson is going to let the homeowner know that they will give them a price that's good for the entire calendar year and introduce the Preferred Customer Discount.

The Preferred Customer Discount is a way the salesperson can take a sweet deal and make it sweeter. It creates a "good deal" scenario motivating the homeowner to take action now so they will not lose the "deal". The Preferred Customer Discount has to be introduced before the price is presented and also before the salesperson asks the homeowner to buy a new basement. If it isn't presented early in the sales process, the salesperson could jeopardize his or her integrity by asking for the business and then dropping the price with the Preferred Customer Discount.



Click on 'Meeting Plan' and say:



Script

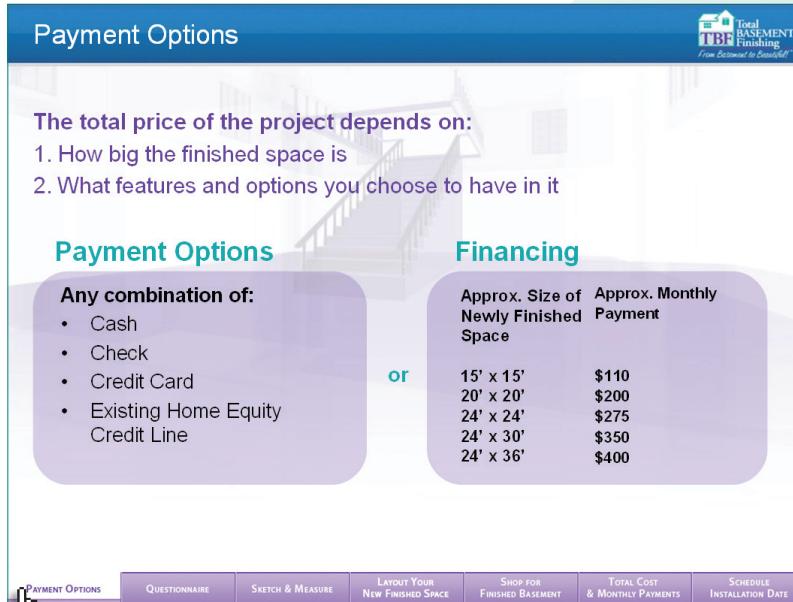
"John and Mary, I'm going to give you a price that's good for 90-days. We also have a Preferred Customer Discount, that's for our customers who decide to move forward with their project sooner rather than later. We'll talk about that in a little bit. Okay?"

Step 3

Step 3 - Confirm, Arrive, and Warm-up



Press the left mouse button. Then say:



The total price of the project depends on:

1. How big the finished space is
2. What features and options you choose to have in it

Payment Options		Financing	
Any combination of: <ul style="list-style-type: none"> • Cash • Check • Credit Card • Existing Home Equity Credit Line 		Approx. Size of Newly Finished Space	Approx. Monthly Payment
		or	or
		15' x 15' 20' x 20' 24' x 24' 24' x 30' 24' x 36'	\$110 \$200 \$275 \$350 \$400

PAYMENT OPTIONS QUESTIONNAIRE SKETCH & MEASURE LAYOUT YOUR NEW FINISHED SPACE SHOP FOR FINISHED BASEMENT TOTAL COST & MONTHLY PAYMENTS SCHEDULE INSTALLATION DATE

Script

"I want you to know that the cost of your project is determined by two things: the size of the space that you want to finish and the features and options that you choose to have in it.

And just to let you know what our Payment Options are: You can pay by cash, you can pay by check, you can pay by credit card. (Pause)

You can pay part by check and part by credit card. (Pause) You can use an existing home equity line and pay it off at your leisure. (Pause) Or, we can finance it for you, and you can make comfortable monthly investments. (Pause)

Let me ask you, how do you plan on handling the cost of your project?"

There are only three common answers for this question. First, the homeowners may say, "*We're going to pay cash.*" They say this because they think that the project is only going to be 12-15 thousand dollars. That's okay because they're going to learn that a cheap drywall basement is not going to give them the healthy, dry, usable space that they want. They're also going to learn that a cheap drywall basement is actually more expensive when you factor in doing it over, mold remediation, and a smelly damp basement is not going to yield a good return on their investment when they go to sell.

The next answer a salesperson may hear is, "*Well, we're not sure what it's going to cost. You're our first estimate.*"

And the final answer a salesperson may hear is, "*We were planning to pay cash but we're not sure what it's going to cost.*" All three of these common answers have the same response from the salesperson:

Script

"John and Mary, You're going to have a complete understanding of the features and options and why your finished basement costs what it costs. Okay?"



From Basement to Beautiful!™

Step 3

Step 3 - Confirm, Arrive, and Warm-up



Press the left mouse button. Then say:

Script

"Next, I'm going to ask you some questions. This way I'll understand exactly what you want to do so I can help you best."

The screenshot shows a 'Customer Survey' form titled 'Customer Questionnaire'. It includes sections for 'CUSTOMER INFORMATION' (referral source, duration, plans), 'What prevented you from doing it sooner?' (checkboxes for various reasons like office, theater, bathroom, etc.), 'When would you like to start your project?' (checkboxes for yes/no), 'Does anyone in your family have asthma or allergies?' (checkboxes for yes/no), 'Have you seen any condensation on pipes, walls or floor in the summertime?' (checkboxes for yes/no), 'Is eliminating odors and mold something you want me to do?', 'Does your basement leak during heavy rains?', 'Do you have a sump pump?', 'Does it have a battery back-up pump?', 'Are you satisfied with the basement windows?', 'Are you satisfied with the window wells?', 'Have you had any professional estimates?', 'What is most important to you in getting this project done?', and 'How motivated is your spouse on this project?'. At the bottom, there are buttons for 'PAYMENT OPTIONS', 'QUESTIONNAIRE', 'SKETCH & MEASURE' (which is highlighted with a cursor), 'LAYOUT YOUR NEW FINISHED SPACE', 'SHOP FOR FINISHED BASEMENT', 'TOTAL COST & MONTHLY PAYMENTS', and 'SCHEDULE INSTALLATION DATE'.



Press the left mouse button. Then say:

Script

"Next, we'll go down and sketch and measure your basement."

The screenshot shows a 'Sketch & Measure' page. It features a large grid for drawing the perimeter of a room with dimensions. Below the grid, there is a list of tasks and their corresponding measurements: 'Draw perimeter with dimension', 'Draw stairs, utilities, windows, existing walls, etc.', 'Design new room: walls & doors (dimensions)', 'Consider stairs, Z-Panel, windows, interior walls', 'New Egress Window or Door Needed', 'Electric Baseboard Heating Needed', 'Electric Panel Needed', and 'Additional work needed'. To the right of the grid, there are conversion factors: 'ceiling height to bottom of joists', 'sq. ft. of ceiling', 'sq. ft. of flooring', 'number of posts in finished area', 'Feet of T-Panel Wall', 'ft. of Partition Wall', and 'ft. of Unfinished Wall'. At the bottom, there are buttons for 'PAYMENT OPTIONS', 'QUESTIONNAIRE', 'SKETCH & MEASURE' (which is highlighted with a cursor), 'LAYOUT YOUR NEW FINISHED SPACE', 'SHOP FOR FINISHED BASEMENT', 'TOTAL COST & MONTHLY PAYMENTS', and 'SCHEDULE INSTALLATION DATE'.



From Basement to Beautiful!™

Step 3

Step 3 - Confirm, Arrive, and Warm-up

Press the left mouse button. Then say:

Script

"Then we'll layout your new finished space. You know, where the walls are going to go, where the doors are going to go, and so fourth."

Press the left mouse button. Then say:

Script

"Then this is the best part, I'm going to take you shopping for basement finishing products. Our customers really love this. All of our products are laid out in these ten product groups. We're going to go through each group, and you're going to tell me what you want and what you don't want. This is a lot of fun."



From Basement to Beautiful!™

Step 3

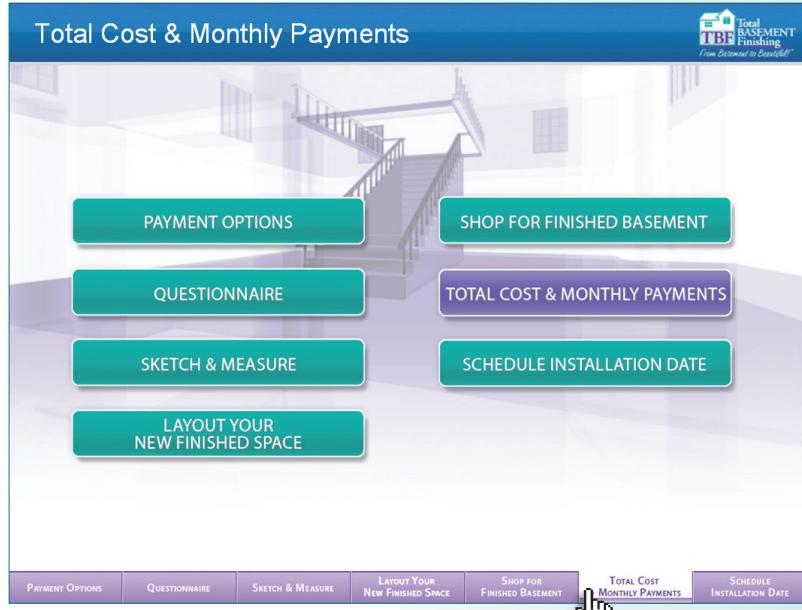
Step 3 - Confirm, Arrive, and Warm-up



Press the left mouse button. Then say:

Script

"Then in the end, you're going to know exactly what your project costs and what the approximate monthly investment is if you choose to finance."



Press the left mouse button. Then say:

Script

"And if everything makes sense to you, if you're comfortable with our company, the products, and the price, just to let you know we can schedule an installation date. Okay? Let's get started."





From Basement to Beautiful!™

Step 3



Customer Survey



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Customer _____ Date _____

CUSTOMER INFORMATION

Who referred you to us? _____

How long have you lived here? _____

How long do you plan on living here? _____

What made you call us now? _____

How long have you been thinking about finishing your basement? _____

What prevented you from doing it sooner? _____

How do you want to use your new finished basement? _____

- | | | | |
|---------------------------------------|--|--------------------------------------|---|
| <input type="checkbox"/> Home Office | <input type="checkbox"/> Family Room | <input type="checkbox"/> Bedroom | <input type="checkbox"/> In-Law Apartment |
| <input type="checkbox"/> Home Theatre | <input type="checkbox"/> Exercise Room | <input type="checkbox"/> Game Room | <input type="checkbox"/> Playroom |
| <input type="checkbox"/> Bathroom | <input type="checkbox"/> Closets | <input type="checkbox"/> Other _____ | |

Washing machine in basement? Yes No

When would you like to start your project? _____

Does anyone in your family have asthma or allergies? Yes No

Have you seen any condensation on pipes, walls or floor in the summertime? Yes _____ No

Is eliminating odors and mold something you want me to do? _____

Does your basement leak with heavy rains? _____

Do you have a sump pump? Yes No

Does it have a battery back-up pump? Yes No

Do the basement windows ever leak? Yes No

Are you satisfied with the basement windows? Yes No

Are you satisfied with the window wells? Yes No

Have you had any professional estimates? No Yes, why didn't you have them finish your basement? _____

What is most important to you in getting this project done? _____

How motivated is your spouse on this project? _____



Make A Sketch





From Basement to Beautiful!™

Step 4

Customer Survey

TBF Total BASEMENT Finishing
From Basement to Beautiful!™

Customer _____ Date _____

CUSTOMER INFORMATION

Who referred you to us? _____
 How long have you lived here? _____
 How long do you plan on living here? _____
 What made you call us now? _____
 How long have you been thinking about finishing your basement? _____
 What prevented you from doing it sooner? _____
How do you want to use your new finished basement?
 Home Office Family Room Bedroom In-Law Apartment
 Home Theatre Exercise Room Game Room Playroom
 Bathroom Closets Other _____
Washing machine in basement? Yes No
When would you like to start your project? _____
Does anyone in your family have asthma or allergies? Yes No
Have you seen any condensation on pipes, walls or floor in the summertime? Yes No
Is eliminating odors and mold something you want me to do? _____
Does your basement leak with heavy rains? _____
Do you have a sump pump? Yes No
Does it have a battery back-up pump? Yes No
Do the basement windows ever leak? Yes No
Are you satisfied with the basement windows? Yes No
Are you satisfied with the window wells? Yes No
Have you had any professional estimates? Yes No **Why didn't you have them finish your basement?** _____
What is most important to you in getting this project done? _____
How motivated is your spouse on this project? _____

Make A Sketch

Step 4

Reason

- **Clarify what's important to the homeowner**

Customer Survey - understand customer's needs and wants

We have a preprinted Customer Survey. The idea, of course, is to ask the written questions, write down the homeowners' answers, and use follow-up questions such as, “*Why is that important to you?*” or “*How do you mean?*” or “*Tell me more about that,*” etc. These questions are open-ended questions and require the homeowner to further explain their position. These questions are invaluable for the salesperson so he or she can find out what the motivation is for the homeowner to have their basement finished as well as to find out what they value and what their concerns are.

The Customer Survey is a separate form that the salesperson has, however there is a sample one at the end of the Meeting Plan just in case the salesperson doesn't have one handy.

At the conclusion of the Customer Survey say, with confidence:

Script

“All right John and Mary, now I know exactly what you want to do. Let's go downstairs, I'm sure I'll have a few questions for you both. Then we'll sketch and measure your basement, layout your new finished space, then we'll come back upstairs and go shopping. Okay?”



From Basement to Beautiful!™

Step 5

The form is a grid for drawing a room sketch. At the bottom, there is a checklist and fields for customer initials.

Draw perimeter with dimension Draw stairs, utilities, windows, existing walls, etc. Design new room: walls & doors (dimensions) Consider: stairs, ZenWall, windows, window wells		ceiling height to bottom of joists so. ft. of ceiling so. ft. of flooring number of posts in finished area
<input type="checkbox"/> New Egress Window or Door Needed <input type="checkbox"/> Electric Sub Panel Needed <input type="checkbox"/> Electric Basement Heating Needed <input type="checkbox"/> Modify Existing Ductwork for Heat Needed		Feet of TBF EverLast Wall - ft. of Partition Wall ft. of Nonloadbearing Wall
Additional work needed		Customer Initials _____
		Customer Initials _____

Step 5 - Measure the Space

Reason

- **Right size the space**
- **Price conditioning**
- **Be clear with the layout**
- **LEAD the homeowner (Build the Gap)**

Inspection sketch, measure, and layout new finished space

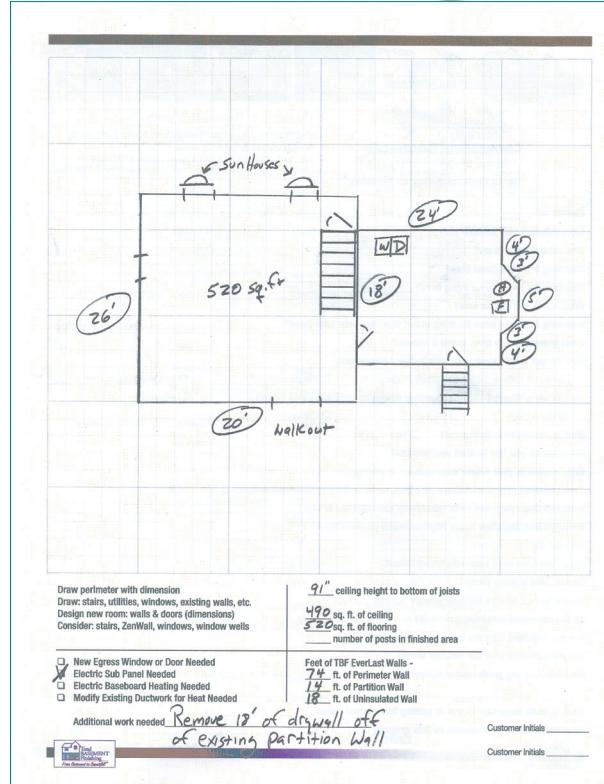
The inspection is the time where the salesperson can start to lead the homeowner. It's a time to build enthusiasm for the project. Let the homeowner observe that you can see how beautiful their new finished basement can look with the TBF System through your enthusiasm.

Use the space provided on the back of the Customer Survey to draw your sketch. On the bottom of the page is a checklist to go through to ensure that you don't forget anything during the inspection. Involve the homeowners as much as possible, ask for their help when measuring the basement, ask engaging questions, and check with them to ensure everyone is on the same page.

Layout the New Finished Space

This part is a lot of fun. If they have good ceiling height, let the homeowner know they're lucky to have a basement with good ceiling height. If the stairs are in good shape, let them know how fortunate they are that you can use their existing stairs and that they won't need new ones. If they have an existing egress, let them know it saves them the expense of putting one in and it really makes the basement feel like upstairs by letting in lots of natural light. Make the homeowner "feel good". Everything is going the right way, they're making a wise choice to finish their basement. Be enthusiastic and share it with your customers. This is an emotional buy and we want the homeowner to want this new finished basement more than anything else. We're going to need this momentum to help them make a buying decision.

Step 5



Draw perimeter with dimension Design stairs, utilities, windows, existing walls, etc. Consider: stairs, ZenWall, windows, window wells	91" ceiling height to bottom of joists 490 sq. ft. of ceiling 520 sq. ft. of flooring number of posts in finished area
<input checked="" type="checkbox"/> New Egress Window or Door Needed <input checked="" type="checkbox"/> Electric Sub Panel Needed <input checked="" type="checkbox"/> Electric Baseboard Heating Needed <input type="checkbox"/> Modify Existing Ductwork for Heat Needed	Feet of TBF EverLast Walls - 74 ft. of Perimeter Wall 14 ft. of Partition Wall 18 ft. of Uninsulated Wall
Additional work needed: Remove 18' of drywall of existing partition wall	
<small>TOTAL FINISHED AREA: 520 SQ.FT.</small>	
Customer Initials _____ Customer Initials _____	

Right Sizing the New Space

Sometimes when you go down to inspect the basement with the homeowner, they're interested in finishing the whole basement. Although we want to give customers what they want, you want to ask questions to be sure they want the whole space finished. Ask questions to see how important it is to finish this part of the basement or how important it is to have an additional room or how important it is to have closets. Remind the homeowners that the computer will calculate the price based on two things: how big the finished space is and the features and options they choose to have in it.

You can also compare the size of room they want to finish to the size of their favorite room upstairs. Like this:

See additional ways to “TBF Right Sizing” green card in the front of the binder.



Often homeowners have no real sense of space in the basement. They see an open space and just want to fill it. By comparing it to a room that they're familiar with and one that they like, they can clearly see that a space that size could work for them. Now they feel comfortable finishing a smaller space.

At the conclusion of the inspection and layout of the basement, it's time to go out to your car to retrieve your wall sample and sample bag. Once back at the kitchen table, ask the homeowner for a bowl of water big enough to place your small wall sample block in, so you have it ready for later on in the presentation.

Step 6

Step 6 - Sales Presentation



Main Menu

- ABOUT TOTAL BASEMENT VISION
- MY BASEMENT
- Photo Gallery
- Meeting Plan
- Why Finish My Basement?
- Drywall
- Fiberglass and Fabric
- The TBF System
- Splash
- TBF is Green
- Ron Hazelton
- Testimonials
- Creating Spaces
- Why Customers Love TBF

Reason

- **Basement is a different environment**
- **Price conditioning**
- **Kill drywall & fiberglass**
- **Take homeowner shopping**

Why Finish My Basement?

 [Play video and introduce Cost vs. Value](#)

Now it's time to show the homeowner that finishing their basement is a good decision in regards to Return On Investment or R.O.I. This time while you watch videos, observe the homeowner's body language to see how your message is landing on them. Are they getting it? Do they agree with what's being said in the video? If you're not sure, pause the video and ask questions. We want to check with the homeowner to be sure they're with us and that they don't emotionally check out.

Introduce the Why Finish My Basement video this way:

Script

"John and Mary, our customers ask me about the return on investment in regards to finishing their basement. I actually have some very good news about that. Let's take a quick look at this video, and you'll know exactly what I'm talking about. Okay? Just one thing, I'm going to show you some short videos. You don't have to watch every second of every video. If you've seen enough, just let me know. All right?"

Letting the homeowner know that they don't have to watch every second of every video is important. People have different learning styles. Some may have done research on the Internet and watched some videos on YouTube. Most have read the Basement Finishing Science Book. The last thing you want the homeowner thinking is that they have to watch another video. You'll see that when you give the homeowner an option to watch a video, they're more likely going to want to watch it. Finishing a basement is a large investment for most people, and they want as much information as possible so they can make a wise decision with their money.



From Basement to Beautiful!™

Step 6



Click and play Why Finish My Basement?

When the video is over say:

Script

"John and Mary, I think you can see that increasing the square footage of your home, increases the value of your home right? (Without stopping say) Now, this is only true if the workmanship is good and if the project is done right with the right materials. If it's not done to standard, it will not yield a good return on investment. Does that make sense?"

Next, the salesperson introduces the 'Cost vs. Value Report' from Remodeler's Magazine like this:

Script

"Consumer Report Magazine, Money Magazine, Better Homes and Gardens, The Wall Street Journal, these types of magazines are often asked about different types of remodeling projects and what they cost. What they do is turn to Remodeling Magazine. Remodeling Magazine is kind of the Kelly Blue Book of the remodeling industry and they're considered the experts in the field."

Now the salesperson has to ask permission to use Remodeling Magazine as a proof source like this:

Script

"John and Mary, would it be all right if I used Remodeling Magazine as a source to look at the cost of some remodeling projects?"

Build credibility into the Cost vs. Value Report like this:

Script

"This is the Cost vs. Value Report done by Remodeling Magazine. As you can see here, this is the latest report and it's for our part of the country. They came up with these numbers by speaking out these different remodeling projects to builders, and then got together the board of realtors, real estate appraisers, and cost estimating companies to review and put together this Cost vs. Value Report. This is a very real report based on real numbers."

"What we find is, that most homeowners want to finish their basement to increase their livable space, so their family can have the space to do the things they want to do. There are several ways to increase the livable square footage of a home. First, you can build out with an addition on the side of your home, you could build up in the form of a dormer, or you can finish your basement, and that's what we're talking about tonight."

Step 6

Now it's time to price condition like this:

Script

"So let's take a look at a couple of remodeling projects. The first is a master suite addition. To build a master suite addition you have to bring in an excavator to dig a big hole, then you have to pour a foundation, backfill the hole, landscape, and build the floor, walls, and roof. (Read from the back of the Cost vs. Value card) "In this particular job, it's a 384 sq.ft. addition, with a walk-in closet, full bath with a tile shower, double-bowl vanity, and a whirlpool tub. The walls are made of drywall, all the electrical is included as well as paint. The average cost for this project in our area of the country is approximately \$109,000. That comes to \$284 per sq.ft. with a return on investment of 63.4% or \$69,085 if you chose to sell after the first year."

"Let's look at a family room addition.

With a family room you still have to bring in the excavator to dig a big hole. Then you still have to pour a foundation, backfill the hole, landscape, and build the floor, walls, and roof.

The family room is 400 sq.ft. with drywall interior, flooring, some windows, a couple of skylights, and all of the electrical. The average cost for this project is \$87,000 or \$217 per sq.ft. Now let's take a look at a basement remodeling project. Remodeling Magazine specked out a 600 sq.ft. finished basement with a small full bath, a partition wall between the finished and unfinished areas, drywall for the walls and ceiling, some doors, all the electrical, laminate flooring and a bar. The average cost for this project is \$66,000 or \$110 a sq.ft. with a return on investment of 64%.

The reason the return on investment is so good is because if you think about it, the floor, walls, and ceiling are already done. We only have to finish the inside of this space."

To further price condition ask:

Script

"Okay, so who is better with a calculator? You want to finish a 492 sq.ft. basement. Calculate for me 492 sq.ft. x \$110 per sq.ft. and let me know what you come up with. (Wait for the answer.) "Now keep in mind, this basement has a full bath and a bar. We're going to go shopping and you're going to determine the cost of your own basement by the space you want to finish and the features and options you choose to have in it, okay?"

Master Suite Addition

- 24' x 16'= 384 sq.ft
- Crawl space foundation
- Walk-in closet
- Full Bathroom w/tile shower double-bowl vanity whirlpool tub
- Carpeting & tile
- Electrical/lights
- Exhaust fan
- Paint

Avg. Cost \$106,278 (\$277 per sq. ft.)



Remodeling
Cost & Value
Report 2009-10

Family Room Addition

- 16' x 25'= 400 sq. ft.
- Crawl space foundation
- Vinyl siding
- Drywall interior
- Flooring
- Windows
- Electrical
- Skylight
- Recessed lights

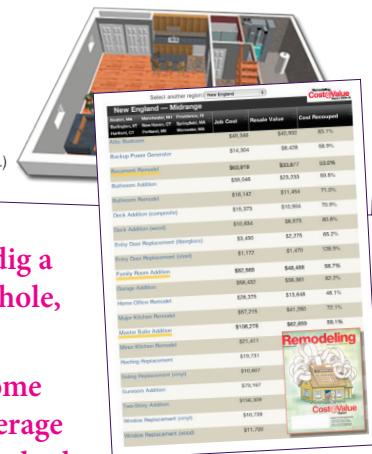
Avg. Cost \$82,569 (\$206 per sq. ft.)



Basement Remodel

- 20' x 30'= 600 sq. ft.
- 5' x 8' full bath
- Partition wall
- Drywall (walls & ceiling)
- Includes doors
- Electrical
- Recessed lights
- Laminate flooring
- Bar

Avg. Cost \$63,919 (\$107 per sq. ft.)





From Basement to Beautiful!™

Step 6

Main Menu

ABOUT TOTAL BASEMENT VISION

MY BASEMENT

Photo Gallery

Meeting Plan

Why Finish My Basement?

Drywall

Fiberglass and Fabric

The TBF System

Splash

TBF is Green

Ron Hazelton

Testimonials

Creating Spaces

Why Customers Love TBF

3 Ways to Finish a Basement – drywall, fiberglass & fabric, and the TBF System

Once the homeowner understands that finishing their basement is a smart choice and that a dollar in the basement buys them a lot more square footage than it can elsewhere in the home, it's time to move on to the three ways to finish a basement: drywall, fiberglass and fabric, and the TBF system.

You can transition into it like this:

Script

"John and Mary, there are only three ways to finish a basement: drywall, fiberglass and fabric, and of course, the Total Basement Finishing System. Let's take a quick look at each of them."

Drywall

It's an inappropriate building material for basements.

CLOSE

VIDEO ▶

Drywall

Click on the Drywall button

Click on the last picture of the carpenter holding the piece of drywall in his hand.

Step 6

Then say:

Script

“Let me ask you, what do you know about mold and mildew, and do you think it’s serious?”

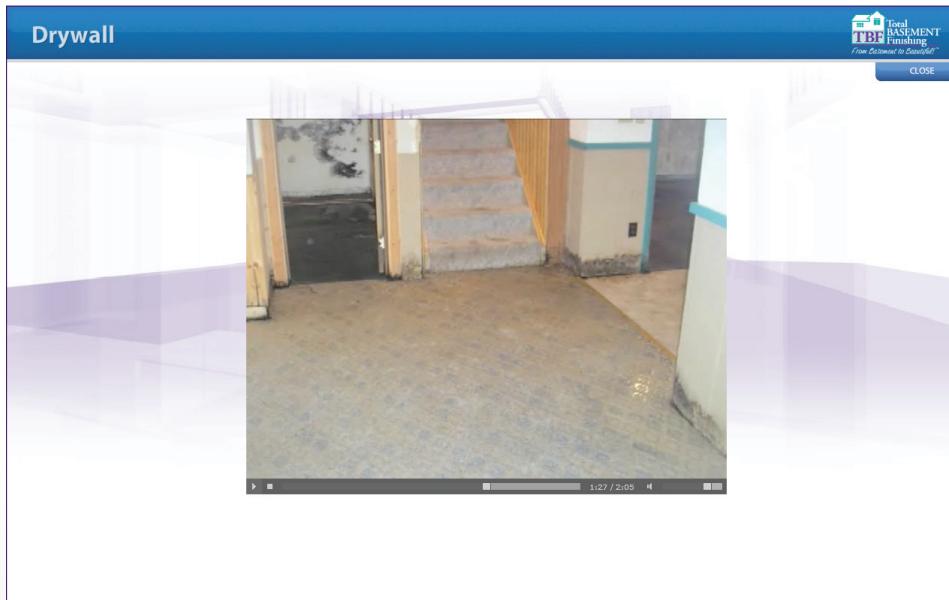
This is a powerful question and based on the homeowner’s answer it will give you an indication of how hard you have to kill drywall.

Go on and describe the picture like this:

Script

“John and Mary, this is usually how mold shows itself. If you look at the front of the drywall, you can see that it’s nice and clean and bright white. However, on the other side, mold is alive and well. By the time you see mold on the front of drywall, the back is most likely going to be covered with it.”

“Let’s look at this video and you’ll see why this happens and why the basement is a different environment than the upstairs.”



Click and play the drywall video

At the conclusion of the video, hand the homeowner a sample of moldy drywall from your sample bag, then check with the homeowner to see if they would ever consider using drywall in their basement.

Say:

Script

“John and Mary, knowing what you know now, would you ever consider using drywall or other traditional building materials in your basement project? At any price?”

You need to get an absolute “NO, I will not use drywall in my basement.” If you don’t, continue to talk about drywall and mold. Use third party resources to prove your point. You want to have the homeowner come to the conclusion that they will not use drywall in their basement at any cost.



From Basement to Beautiful!™

Step 6

Main Menu

ABOUT TOTAL BASEMENT VISION

MY BASEMENT

Photo Gallery

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The TBF System

Splash

TBF is Green

Ron Hazelton

Testimonials

Creating Spaces

Why Customers Love TBF

Fiberglass & Fabric

→ Click on the Fiberglass & Fabric button and say:

Script

"John and Mary, about 15 years ago a company developed a basement finishing system. Let's take a quick look at it."

Fiberglass and Fabric

→ Click and play the Fiberglass & Fabric video

At the conclusion of the video, hand the homeowner a sample of fiberglass and fabric from your sample bag and say:

Script

"Although they came out with the first basement finishing system on the market, as you can see they came up short. People bought this product because they realized that drywall doesn't work in the basement environment and were looking for something else. Would you consider using fiberglass and fabric in your basement? (Wait for answer) Let's take a look at the TBF System."

Step 6

TBF System Video – wall demo and sample block in water demo

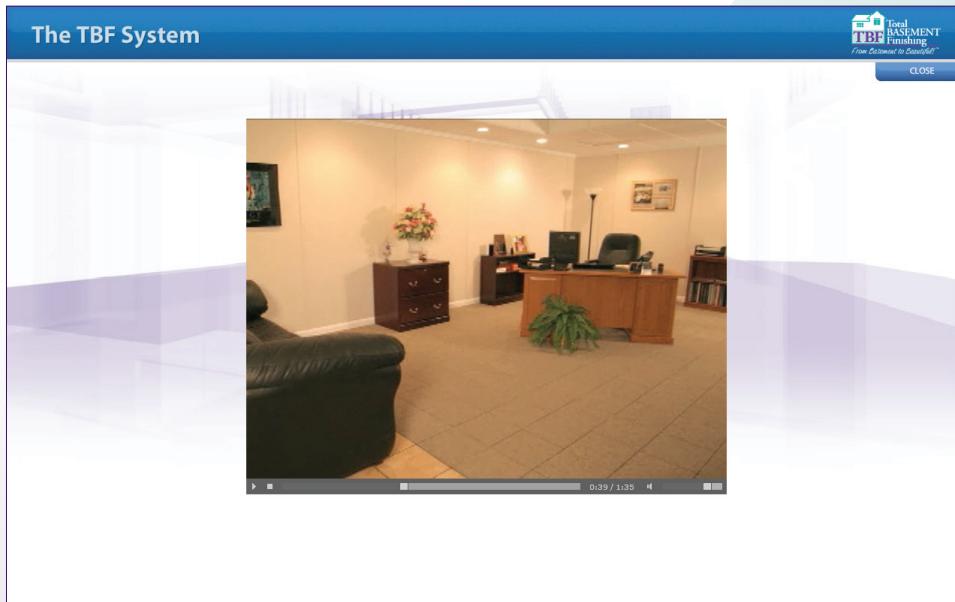
Total Basement Finishing spent over two years in research and development designing our basement finishing system. We had three goals in mind that they wanted to achieve.

Introduce the Total Basement Finishing System like this:

Script

“John and Mary, Basement Systems has the largest network of basement waterproofing contractors in the world. Collectively we've seen tens of thousands of basements ruined from moisture and mold. So, when we started Total Basement Finishing it was important to us to have a system that's mold and moisture resistant.

We wanted a system that looks great, is maintenance free, and finally, we wanted a system that is going to last as long as the home does. In other words, we want our system to look just as good 20 years from now as it did the day it was installed it. Just as good, just as crisp, and just as nice. Let me show you what we have for you.”



Click and play the TBF System video

Step 6

At the conclusion of the video, conduct your wall demo like this:

- Knock on it to show how durable it is.



- Slide your hand over the textured vinyl to show the beautiful finish.





Step 6

- Write on it with a pencil, then take a Mr. Clean Magic Eraser sponge and erase the pencil mark.

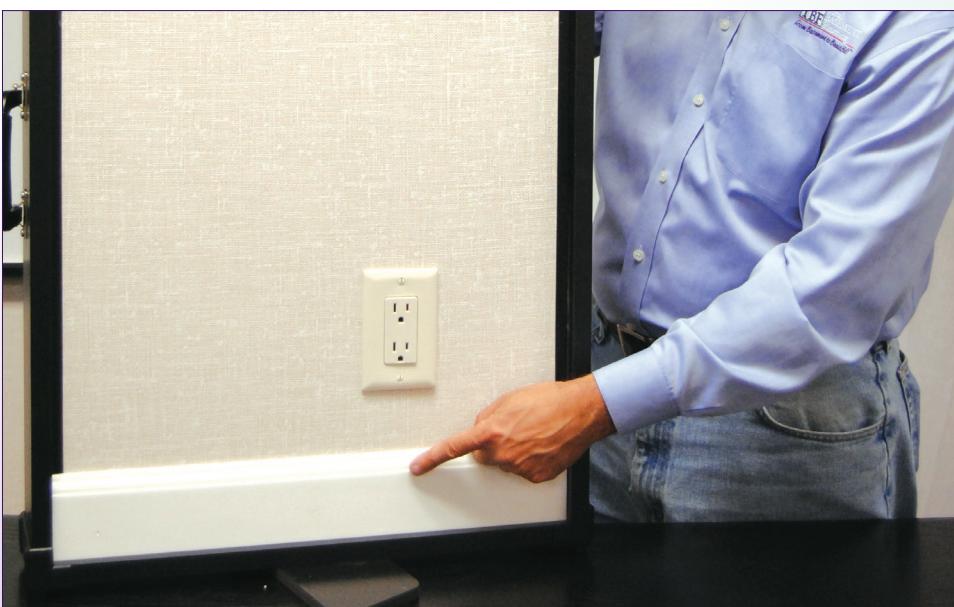


Step 6

- Point out the inorganic solid crown molding and how it's maintenance free and you never have to paint it.

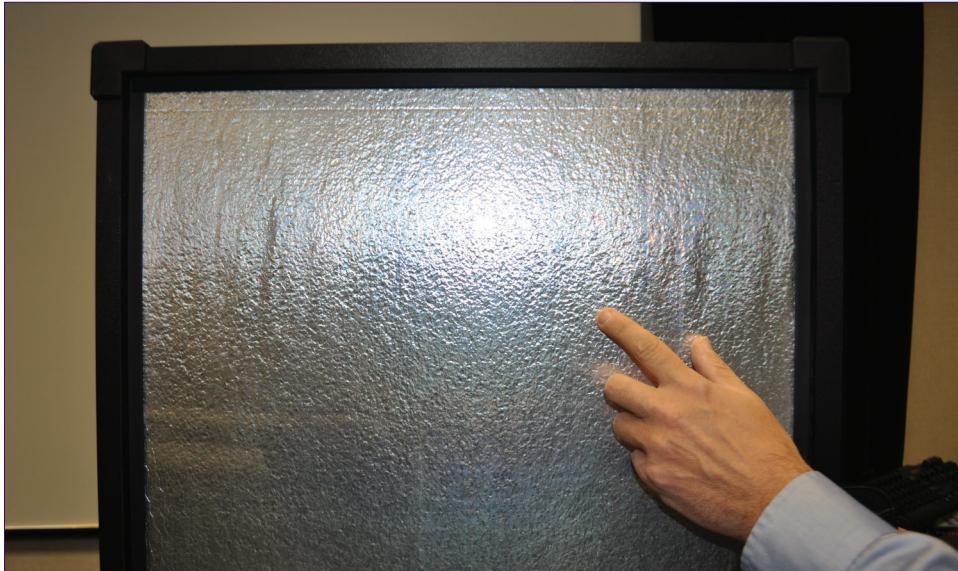


- Point out the same for the baseboard molding.



Step 6

- Turn the display around and talk about how the closed cell foam doesn't absorb any moisture and has an R-14 insulation value.
- Turn the wall sample around and place it between John and Mary so they can touch it.



- Next, place your wall sample block into the bowl of water face down and let that sit until after you play the splash video.



Then say:

Script

"John and Mary, remember I showed you that we have a 50-year warranty against mold and moisture damage? This is why, check this out."

Step 6



Click and play the Splash video.

At the end of the splash video, take the sample block out of the bowl of water and tamp it dry with a paper towel. Then reaffirm with the homeowner that organic materials have no place in the basement, that the TBF System looks great, is maintenance free, and mold and moisture will not ruin the TBF EverLast Walls. Then point out how quickly the TBF sample block dries, simply because the TBF wall will not absorb any moisture. Now it's time to transition into the shopping process. The homeowner is now ready to go shopping and build their new finished basement.

Everything that we covered up until this point only requires basic computer knowledge. We turned the computer on, launched the Total Basement Vision and stepped through the menu, played videos and showed some pictures. The software is the sales process, they are one in the same. So, using Total Basement Vision to present not only helps you communicate your message to the homeowner, but it also gives your presentation a "wow" factor by raising the standards of professionalism.

Okay, so let's review what we've done so far.

- We went over our company credentials, awards and patents, our dealer network, and played the Nationally Backed Warranty video.
- Next we went through the photo gallery, introduced the meeting plan so the homeowner knows what to expect and where they are in the process.
- We also went over our customer survey sheet and then went down into the basement to sketch, measure, and layout the new finished space.
- We stopped back at our car and picked up our sample bag and wall display.
- We then went over return on investment and the three ways to finish a basement.
- We had fun with our wall demo and ended with the splash video.



From Basement to Beautiful!™

Step 6

Under the Splash video, there are five more videos you can use depending on the situation with the homeowner. They're not part of the regular presentation.



More Video Resources

'TBF is Green' is a video that talks about the benefits of doing a basement remodeling project one time and how that's better for the environment, uses less resources, and costs less. Next is the 'Ron Hazelton' video. Ron Hazelton has a nationally syndicated TV show. This is a good video because it starts with ripping out the old finished basement and goes through the process of installing a beautiful new Total Basement Finishing System. There is also a 'Testimonial Video', an infomercial called 'Creating Spaces' that shows why the TBF System is the best choice for the basement environment, and the last video, 'Why Customers Love TBF' reviews the benefits of the TBF system.



From Basement to Beautiful!™

Step 6

A screenshot of the Total Basement Vision software interface. On the left, there's a sidebar with a purple header containing the word 'VISION'. Below it are buttons for 'Photo Gallery', 'Finishing Plan', 'Is This Basement?', 'Splash', 'TBF is Green', and 'Ron Hazelton'. The main area has a teal header with the text 'MY BASEMENT' and a central image of a basement under construction. To the right, a large blue header bar contains the text 'Create New Job'. Below it is a form for entering job details: 'Job Location' (house number 60, street name Silvermine Road, city Silvermine, state/province CT, zip/postal code 06483), 'Proposal Date' (07/13/2010), and a 'CREATE NEW JOB' button. A 'LOAD SAVED JOB' button is also present at the bottom right.

Next, click on the My Basement Module and type in the homeowner's address and choose a room shape.

A screenshot of the 'My Proposal' screen. At the top, it says 'My Proposal 60 Silvermine Road CT, 06483 07/13/2010'. Below that are three room shape options: 'Room Shape 1' (a simple rectangle), 'Room Shape 2' (an L-shape), and 'Room Shape 3' (an L-shape with an additional corner). Each shape has 'width' and 'length' dimensions indicated. At the bottom, there are buttons for 'Width' (40.00 ft), 'Depth' (24.00 ft), 'NEXT', 'Main Menu', 'My Basement', 'Products', 'CONTINUE TO PROPOSAL', and 'NEW JOB'.

If you're using Total Basement Vision to draw the homeowner's basement and create a proposal, you would continue to insert the construction elements into the drawing then show the homeowner their unfinished basement in 3-D. If you're not using Total Basement Vision to draw the basement and proposal, then proceed to the Products button on the bottom of the computer screen and begin to take the homeowners shopping.



From Basement to Beautiful!™

Step 6

My Proposal 60 Silvermine Road CT, 06483 07/13/2010

STRUCTURAL | SELECTED | DRAWING TOOLS | 3D VIEW

ZOOM IN ZOOM OUT ZOOM FIT UNDO REDO SNAP RULER DIMENSIONS PRINT

CONSTRUCTION ELEMENTS FIXTURES

LABELS SPECIFICATIONS NOTES CATALOG

Main Menu My Basement Products

CONTINUE TO PROPOSAL NEW JOB

My Proposal 60 Silvermine Road CT, 06483 07/13/2010

STRUCTURAL | SELECTED | DRAWING TOOLS | **3D VIEW**

ZOOM IN ZOOM OUT ZOOM FIT POLY LINE LOCK BRICK STONE CEILINGS LEFT RIGHT PRINT

Main Menu My Basement Products

CONTINUE TO PROPOSAL NEW JOB



Click on the '3D VIEW' button at the top of the computer screen.



From Basement to Beautiful!™

Step 6

The screenshot shows a software application window titled "My Proposal" with the address "60 Silvermine Road Seymour CT, 06483 11/01/2013". The window displays a grid of ten product categories, each with a thumbnail image:

TBF Wall Systems	TBF Stairs
TBF Doors	Other Features
TBF Ceilings	Water Management
TBF Window Systems	TBF Bathrooms
TBF Electrical	TBF Flooring

At the bottom of the screen, there is a navigation bar with icons for "Main Menu", "My Basement", and "Products". To the right of the navigation bar are two buttons: "CONTINUE TO PROPOSAL" and "NEW JOB".



Click on the Products button at the bottom of the computer screen.

Then say:

Script

"John and Mary, now we're going to go shopping for basement finishing products. All of our products are arranged in these ten product groups. We're going to go through each group and you're going to tell me what you want and what you don't want. Keep in mind, the cost of the project depends on two things, the size of the space you want to finish and the features and options you choose to have in it. Okay? Let's get started!"



From Basement to Beautiful!™

Step 6

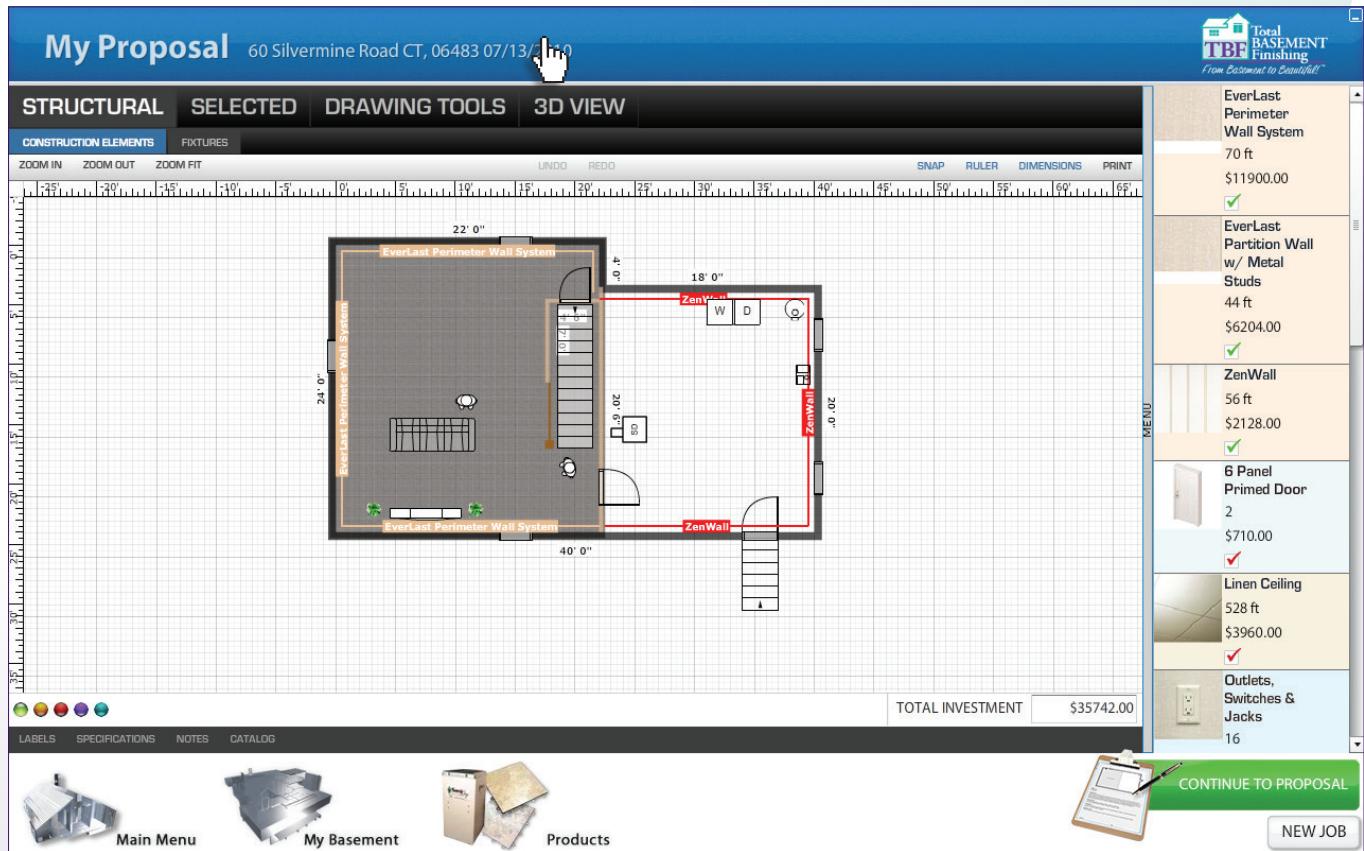
Take the Homeowner Shopping

The process is the same for each of the ten product groups.

- First, choose a product group and click on a product.
- Play the video and ask questions to take the homeowner's temperature. Check to see if they're with you. If they agree, find out what they like best about the product, etc.
- Click the next product (if there are any) on the purple local navigation buttons at the bottom of the screen.
- Play the video and ask questions.
- Introduce the Add To My Basement button and input the correct data for each of the products in that particular group.

Step 6

If you're using Total Basement Vision to draw the basement and proposal, add the product or products from that product group into the drawing, then show the homeowner in 3-D what their basement looks like. The process is easy and you'll find that your customers will love it. They really enjoy the shopping process and clearly understand what they're buying and just as importantly what they're not buying.

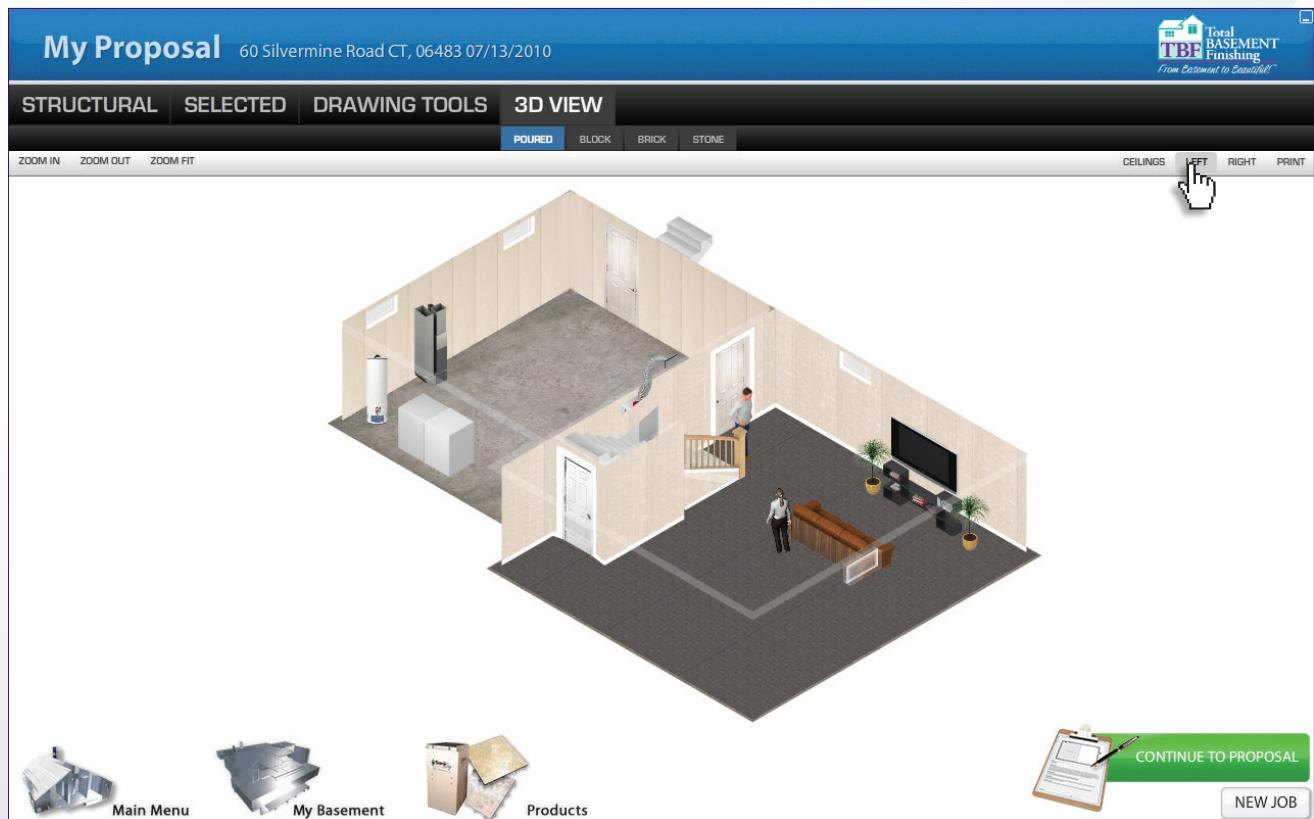


This is different from what a typical contractor does. They usually take some measurements then present one number for the entire project. This makes it easy to plant seeds of doubt with the homeowners when comparing proposals simply by asking questions about any product group. You'll find out that the homeowners really don't know what they're getting or what they're not getting with the other proposal. They realize to make their basement the way they want it, the price is going to be higher than originally quoted. Think about it, whoever heard of a contractor doing a job for the original quote?

Step 6

The main objective for the presentation is to clearly show the homeowner that the basement is a different environment than the rest of the home and that traditional building materials don't make sense in the basement environment. With this said, at the end of the shopping process the homeowner has to land hard on the TBF System. In other words, they have to want a TBF finished basement more than anything. At this moment, the only thing holding them back is the money.

At the end of the shopping process, show the homeowner their basement in 3-D. Spin the basement around to a place where it looks the best and begin your Pre-close.





From Basement to Beautiful!™

Step 7

Step 7

Reason

- **Isolate the money**

Pre-Close and isolate it down to money

In the Pre-Close, the salesperson asks the homeowner if they would take it if it was free. There are several reasons for asking this question. First, you want to get the customer talking about what they like about your solution, and understand how they view the benefits. After this, you want to prepare for the very next step of isolating it down to money.

Let's face it, if it were free, they would take it. The money is always the issue. So, we need to put it out on the table.

It goes like this:

Script

“John and Mary, we included everything that you said you wanted in your new finished basement. Is there anything that you want to take out or add in? So, this is exactly the finished basement that you want to see in your home. If it was free you would take it? Of course you would. Besides the fact if it was free, why would you take it?”

When you ask, “Besides the fact it was free, why would you take it?” The homeowner is going to give reasons such as, you have a reputable company, I can see that the TBF System is what I want to use in my basement, etc.

Be sure that the homeowner is comfortable with you, your company, and the products and design of the new finished space. Then ask:

Script

“Can I ask you a question?”
“Are you comfortable with our company?”
“Are you comfortable with me as your representative?”
“Are you comfortable with the products and design for your new finished space?”

Then continue:

Script

“If I’m reading you right, and I think I am, other than the money, you’re very comfortable, right? Well then, that just leaves the money. Right? So it’s just a matter of making your project affordable enough, and the monthly investment comfortable enough for you to enjoy your new finished basement. Right? Let’s see if we can make that happen, okay?”



From Basement to Beautiful!™

Step 7

Step 7 - Pre-Close

Now the homeowner is very excited, and can't wait to see what this project costs. Before we show them the cost, we need to:

Specifications 60 Silvermine Road CT, 06483 07/13/2010

Product Name	Note
EverLast Perimeter Wall System	Install EverLast Perimeter Wall System with white trim as indicated.
EverLast Partition Wall w/ Metal Studs	Install EverLast Partition Wall System with metal studs and white trim as indicated.
ZenWall	Install ZenWall panels on foundation walls as indicated.
6 Panel Primed Door - Knobs	Install six panel unfinished primed door with knobs.
Finished Linen Ceiling 2' x 2'	Install Linen dropped ceiling with mineral fiber composition as shown.
Outlets, Switches & Jacks	Install number of electrical outlets, switches, and jacks as indicated.
Electrical Smoke Alarms	Install Electrical Smoke Alarm(s).
Recessed Can Lights	Install number of recessed can lights as indicated.

Main Menu CONTINUE

Click on 'Specifications' to check and see if any specifications need to be added or edited.

Notes 60 Silvermine Road CT, 06483 07/13/2010

Contractor will: <input checked="" type="checkbox"/> Pull building permit <input type="checkbox"/> Rip out existing finished basement <input type="checkbox"/> Provide dumpster for debris <input checked="" type="checkbox"/> Clean up all job related debris and remove from property upon completion <input checked="" type="checkbox"/> Maintain Liability and Workers' Compensation Insurance <input checked="" type="checkbox"/> Mail warranty to customer upon completion and final payment	Customer will: <input type="checkbox"/> Be responsible for building permit <input type="checkbox"/> Rip out existing finished basement <input type="checkbox"/> Provide dumpster for debris <input checked="" type="checkbox"/> Remove all stored and personal items from the work area <input type="checkbox"/> Provide heat to finished space
Additional notes: Use rear entrance to access basement. Check with homeowner for the location of lights.	

Then Click on 'Notes' and take the homeowners through the different check boxes to ensure the contractor knows what they're responsible for and the homeowners know what they're responsible for.

Step 8

Reason

- **Price conditioning**
- **Review the project**
- **Play ‘Price Is Right’ game**

Review Products in Project - play ‘The Price is Right’, and present price.

Now it's time to present price. This is where the salesperson creates a drum roll by reviewing all the components for the homeowner's basement finishing project. An easy way to do this is to scroll down the side menu bar with all of the selected products on it and give the homeowner a description of each of the items.

You can review the project like this:

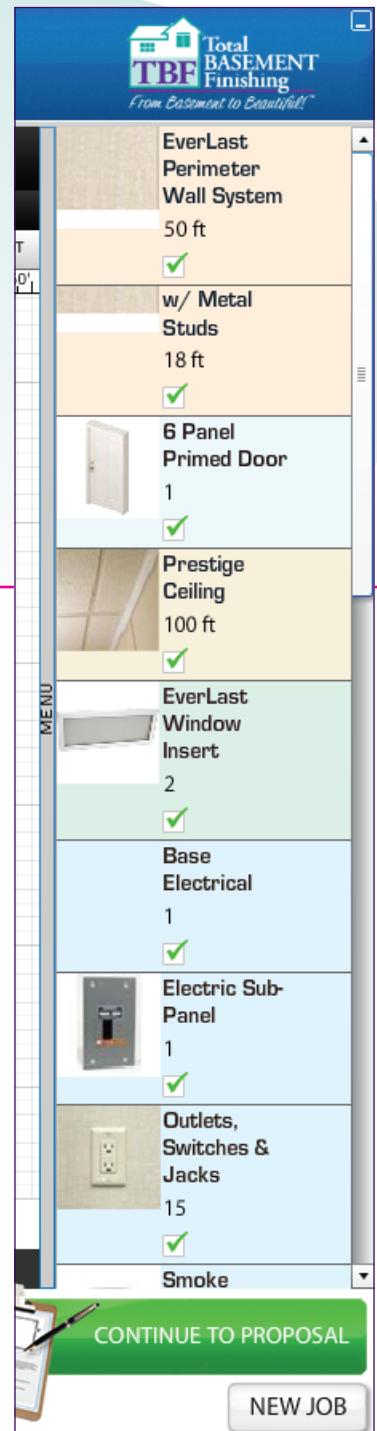
Script

“Your proposal includes the EverLast Walls with a washable prefinished surface that never needs to be painted with an R-13 insulation rating and a 50-year warranty against mold and water damage.”

“The walls won't get ruined if they get wet, and the baseboard never needs paint and won't get ruined if it gets wet, and the crown molding at the top of the walls make it look rich and finished, and the six-panel doors with the (lever) hardware, and the Linen Ceiling with mineral wool tiles that have a 30 year warranty against mold and sagging, and you have “X” amount of can lights on dimmer switches and all the necessary switches and outlets.”

“You want the open mahogany railing with a new wall mounted handrail. This is going to look elegant. It opens up the stairwell as you walk down it. We're going to attain a building permit for you, and you're getting decorative post surrounds to cover those old rusty steel columns in your basement.”

“In addition, you want the SaniDry Air System. You're going to love this, it really makes the air in the basement feel like the air upstairs and finally, you want ThermalDry Flooring with Charcoal carpeting that's specifically made for the basement environment. It's a lot warmer than just laying carpet on the cold, hard, damp concrete floor and it's modular, so you can take a tile out and easily replace it with a fresh one if you have to. You're getting all of this! Your basement is going to be beautiful!”



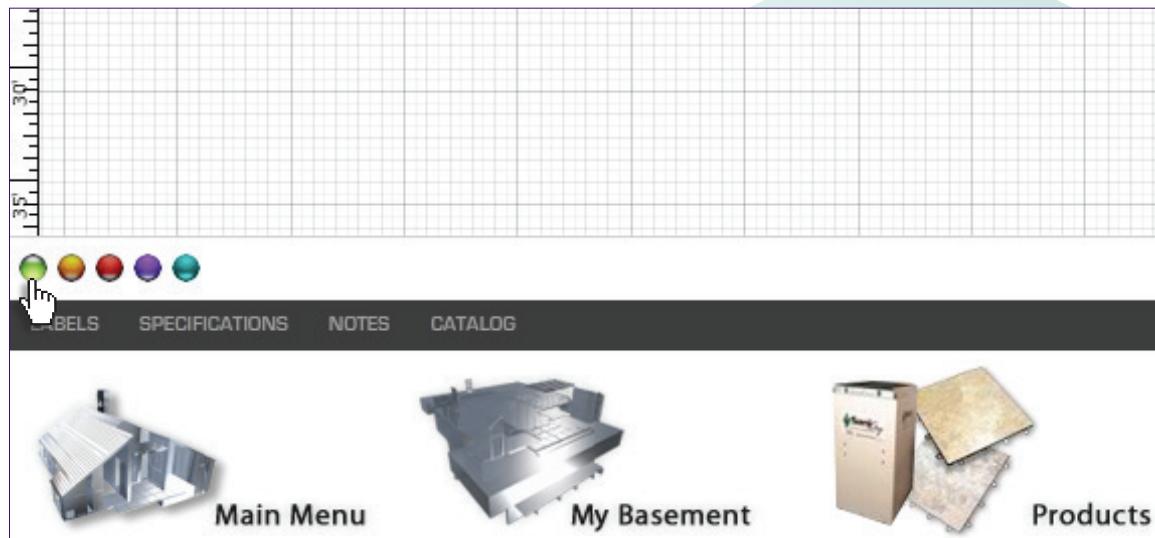
At this time, the homeowner is sitting at the edge of the chair waiting to see what the project costs. This is an exciting moment, if it's not, you're doing something wrong. Right now, enthusiasm rules!

Wrap up the drum roll like this:



From Basement to Beautiful!™

Step 8



Script

"John and Mary, all I have to do, is click this green traffic light, and the cost of the project will show right here on the computer screen."

At this moment the homeowner wants the salesperson to click the green light, but the salesperson delays, because first, they need to play the Price is Right game.

The salesperson continues:

Script

"We're going to click this button in just a minute, but first we're going to play a little game. It's called the price is right."

At this point, the homeowner may act disappointed, but have no fear, just continue with the script:

Script

PLAY THE "PRICE IS RIGHT" GAME

"John and Mary, you're going to like this game. Money is involved.

(The salesperson lays three checks across the table in front of the homeowner)

I can write you a thousand dollar check towards your project if you can guess the price within \$200 of the cost. I can write you a \$500 check if you can guess the price within \$500, and I can write you a \$200 check if you guess the price within \$1,000 of the cost. So, Mary, I'll start with you. How much do you think the project costs?"



Step 8

Whatever answer Mary gives you, write her answer down then, turn to the other spouse and say:

Script

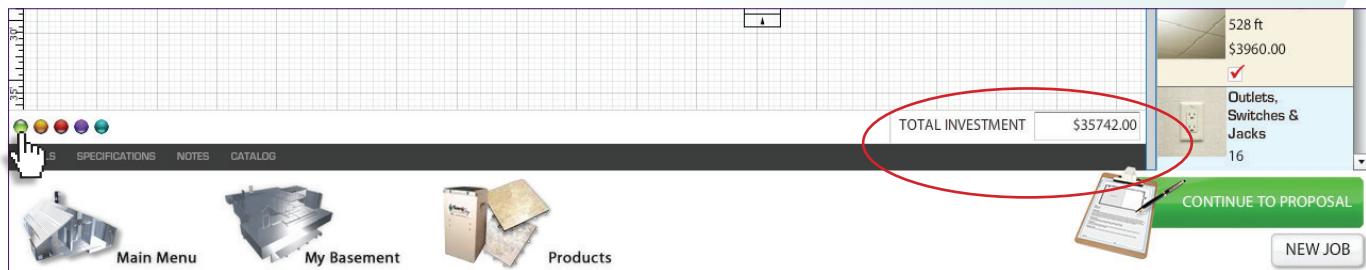
"John, it sounds like Mary doesn't want to win any money. John, what do you think the project costs?"

After the second spouse guesses, write his answer down, now it's time for the salesperson to take a turn. Make some faces, and do some thinking, then guess higher, much higher than the previous estimate.

Then slide the mouse over to one of the homeowners and say:

Script

"You click the green light."



If the salesperson did their job by making a compelling presentation, the homeowners should come within 15-20% of the actual price. When the price appears, assuming it's lower than what you guessed, say:

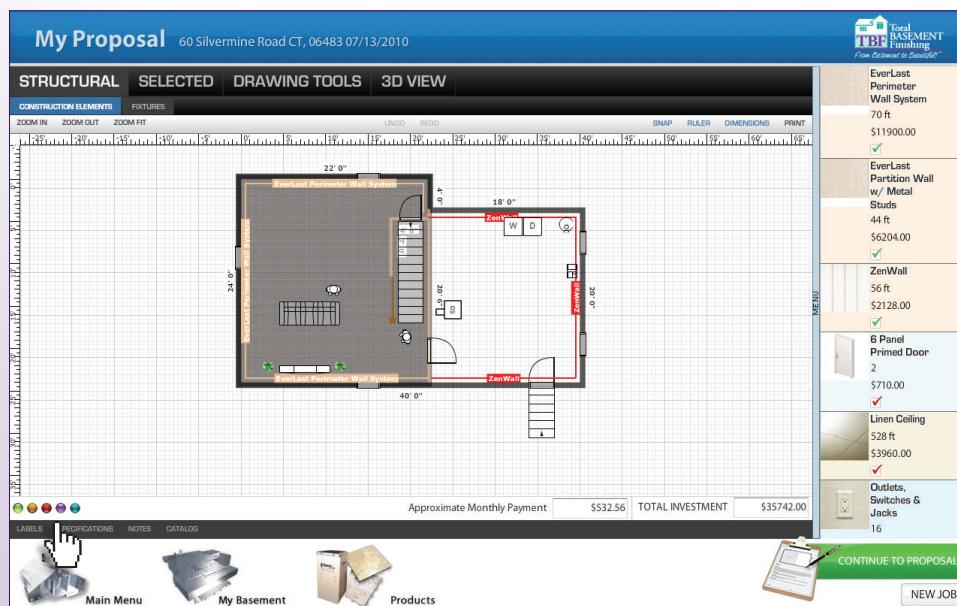
Script

"Look, it's only \$35,742."

Then click the purple traffic light to show the approximate monthly payment and say:

Optional-Script

"And the approximate monthly investment is \$532."



Step 8

Step 8 - Review Products in Project

(I don't like to say dollars at the end of the price. I just like to talk in numbers.)

Now, sit back, be patient, and be quiet. Be very proud of your price. It's a great price for the products and services that are going to be done. Sit back quietly, and confidently, and wait for the homeowner to get over the cost of the project. It's quite possible they have sticker shock. So just quietly sit back and give the homeowner some time to become rational again.

Then say:

Script

"Let me ask, is it too much for the project or too much for your monthly budget?"

There are only three common answers to this question.

1. Homeowner: "*It's too much for my monthly budget.*" This is a great answer since the salesperson can identify what a comfortable monthly investment would be for the homeowner by asking:

Script

"You know most of our customers don't pay cash when they make a major purchase like a car or a project like this. They finance it and make comfortable monthly payments. What's a comfortable monthly payment for you, \$500 a month, \$400 a month, just \$300 a month?"

(The salesperson can change the amount of these payment choices based on the cost of the project.)

2. Homeowner: "*It's too much for the project.*"

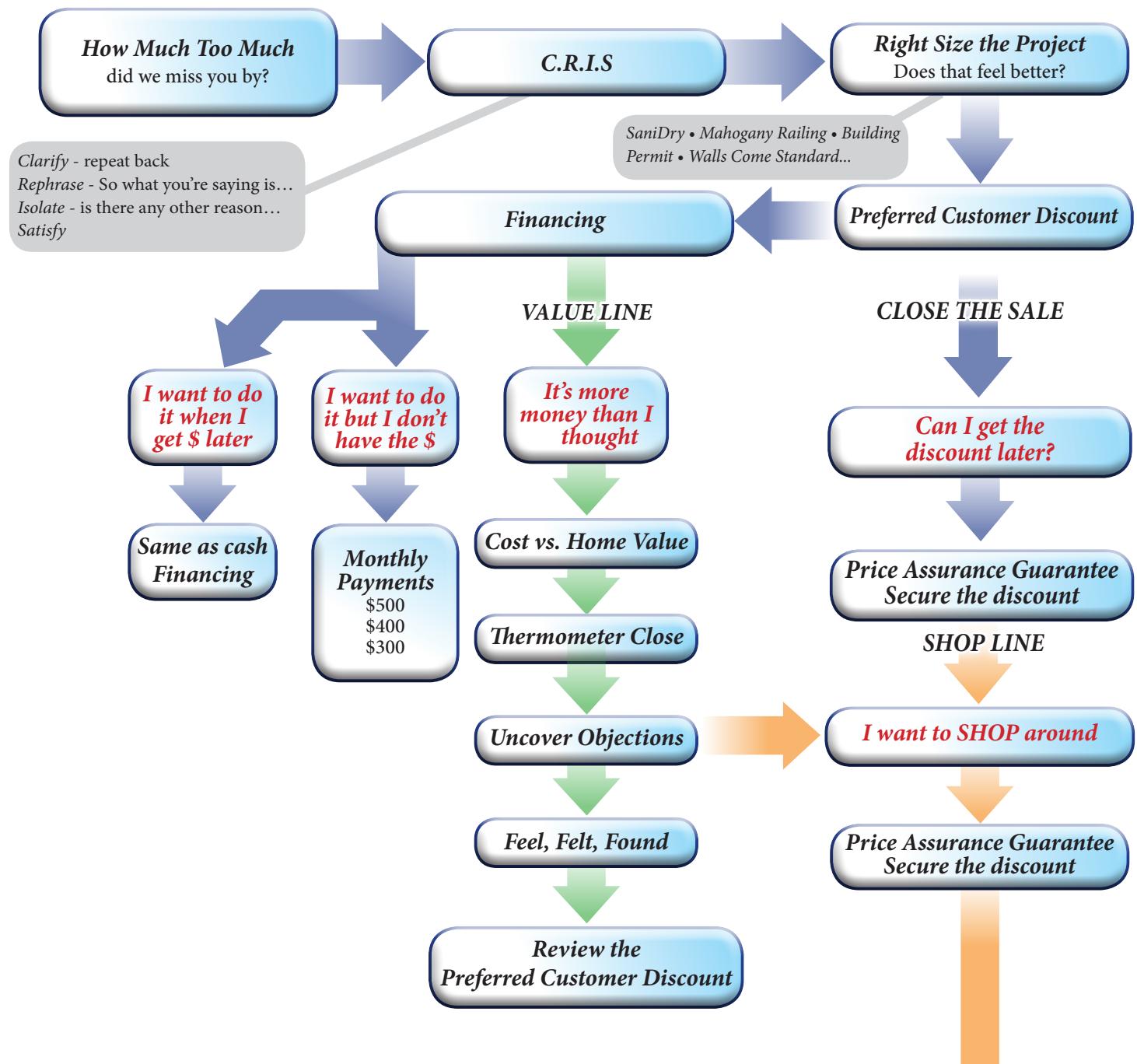
Salesperson: "*Is it too much for our product or just too much for the project?*" (Then proceed down the Closing Trail.)

3. Homeowner: "*The whole thing is too much money.*" (If you get this answer proceed down the Closing Trail.)

Now on to the

Closing Trail

Closing Trail



TBF Sales System

- Warm Up
- About Total Basement Finishing
- Review Photo Gallery
- Meeting Plan
- Customer Survey
- Basement Inspection
- Why Finish My Basement?
- 3 Ways to Finish a Basement
- Take the Homeowner Shopping
- Pre-Close
- Present Price
- Closing Trail
- Follow-Up Enthusiastically.

Closing Trail

Step 9 - Close using the Closing Trail

How Much Too Much

did we miss you by?

Once the price is presented it's always fun to watch the homeowner's response. Although salespeople have an optimistic nature don't expect the homeowner to buy right at this moment. Instead, expect to hear, "This is too much money". Understand that no matter what price you showed the homeowner they will most likely think it's too much money.

Let the homeowner lament over the fact that it's more money than they wanted to spend until you feel they're rational and can hear what you are going to ask them. To get an honest answer, the homeowner is going to have to think that there is no pressure on them to buy right now. So say,

Script

"John and Mary, I understand, you think its too much money, but let me ask you", (as you pack some things away) "How much too much, did we miss you by?"

The answer to this question is going to give you a number that you can work with. The salesperson still has to "right size" the finished room and present the Preferred Customer Discount. This could dramatically lower the cost of the project.

With this said, it may not be necessary to make the cost of the project exactly what the homeowner wants to invest, because we all know that good things are seldom cheap and cheap things are seldom good. Customers often spend more than they initially intended, to get what they want.

C.R.I.S

C.R.I.S. means: Clarify, Rephrase, Isolate, and Satisfy.

Clarifying is just repeating the objection back to the homeowner as a question.

Script

Next is to Rephrase the objection like this: "So what you're saying is _____, and if we were closer to \$_____ we would have gotten together and the (Smith) family would be enjoying their new finished basement. Wouldn't they?" Talk in the past tense. This helps to take the pressure off the homeowner and allows for the real objection(s) to surface.

Next is to Isolate the objection. Sometimes people say one thing but have other reasons, which are the real reasons for not moving forward. Isolating the objection prevents you from falling for their smoke screens where you spend a lot of time trying to satisfy an objection, and turns out that it's not the real reason. It goes like this:

Script

"Is there any other reason that stopped you from moving forward with your project?"

Next is to Satisfy the objection. Depending on the objection, it may take educating them more, providing third party sources, or modifying the proposal and presenting the Preferred Customer Discount.

Closing Trail

Step 9 - Close using the Closing Trail

An example may sound like this:

Homeowner: “*We didn’t want to spend over \$25,000.*”

C.R.I.S.

Script

Clarify: “*I see, you wanted to invest (\$25,000) so we missed you by (\$10,000)?*”

Rephrase: “*So what you’re saying is, if we were closer to (\$25,000) we would have gotten together and the (Smith) family would be enjoying their new finished basement? Wouldn’t they?*”

Isolate: “*Is there any other reason that stopped you from moving forward besides the money?*”

Satisfy: “*John and Mary, remember the cost of your project depends on two things: How big the finished space is and what features and options you choose to have in it. Would you mind if I did a quick overview of your project to see if we can save you any money?*”

Right Size the Project

The salesperson needs to have the homeowner’s permission to go back and right size the project. This does two things: First, by going over the dimensions of the room(s) and reviewing each of the products in the side menu bar it can show the homeowner that to get what they really want; it costs this much money. It also reconfirms how important each product is to the homeowner for example: Do you really need an open mahogany railing, SaniDry Air System, flooring, a bathroom, extra lights, a closet, an extra room, etc.

It’s best to make the changes right on the catalog page in Total Basement Vision. The salesperson can easily adjust footage and add or remove products quickly. The price is immediately updated and the homeowner can see how their decision has impacted the price.

Once the project has been right sized then say:

Script

“*John and Mary, we’ve gotten the project closer to what you were looking for. Does this feel better?*”

(Now it’s time to present the Preferred Customer Discount.)

Closing Trail

Step 9 - Close using the Closing Trail

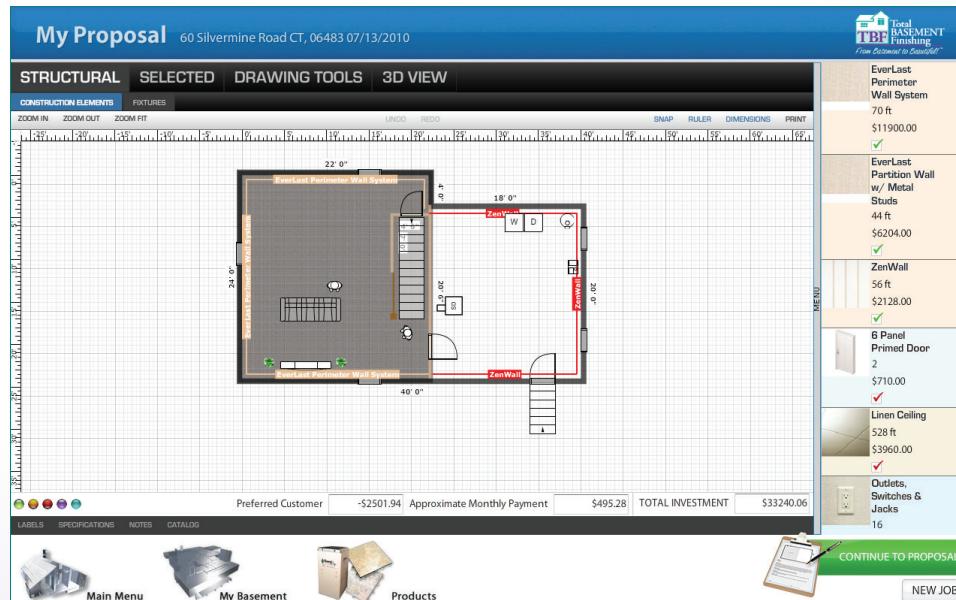
Preferred Customer Discount

Script

"Do you remember I told you about our Preferred Customer Discount?

If there was a way I could save you a substantial amount of money on your project would you like to hear about it? (It's important to ask the homeowner for their permission to present the Preferred Customer Discount. You have to have their buy-in to proceed.)

"So is it safe to say that you can make a decision about your project within a month, a few weeks, or maybe even in a couple of days? When? _____ Oh that soon? We have an offer you are really going to like. Our company decided that any customer who knows what they want, and wants to move forward upon the completion of their proposal, would be deemed "Preferred Customers" and will be eligible for a 7% discount.



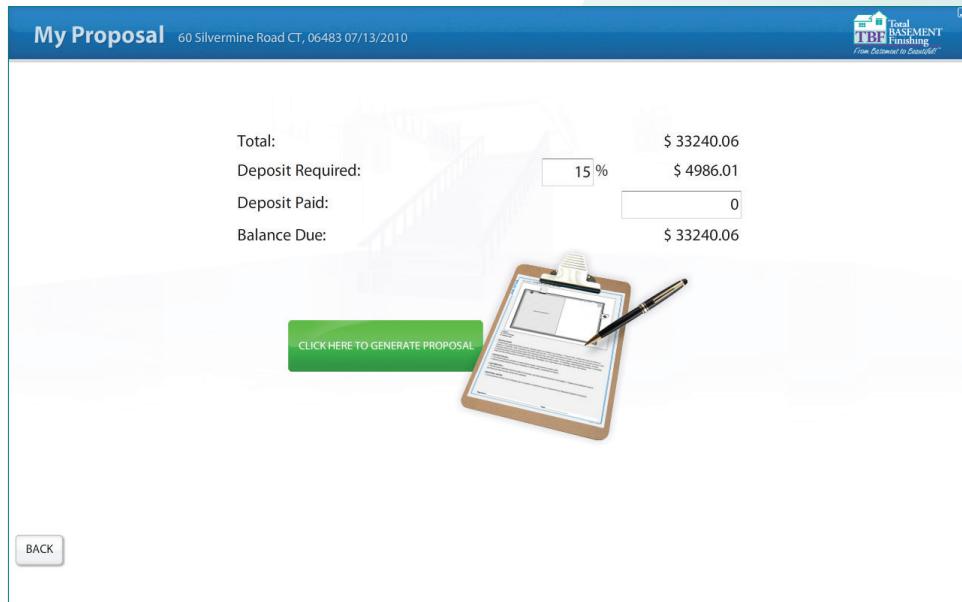
Script

This means you'd save \$2,501 bringing the cost of your project down to only \$33,240."

"I'm sure you'll have to agree, to take advantage of the savings of \$2,501, that today is the best time to go ahead. Wouldn't you agree?"

Closing Trail

Step 9 - Close using the Closing Trail



**Can I get the
discount later?**

A common question the salesperson may encounter after presenting the Preferred Customer Discount is:

Customer: *"If I decided to move forward next week, you would still honor the Preferred Customer Discount right?"*

Script

"No. I can't. It's like going to Sears on a Tuesday and asking for the President's Day sale price that was on Monday. There are laws against that. This savings can only be given upon the completion of the proposal."

Now sit quietly and give the homeowner time to think it through. If they still persist with wanting the discount at a later date you can secure the discount for the homeowner like this:

**Price Assurance Guarantee
Secures the discount**

Script

Okay, we can do it your way. I'm a reasonable person and our company is easy to do business with. Our customers appreciate this.

Let me ask, is this the finished space you want to see in your home? Great!"

Closing Trail

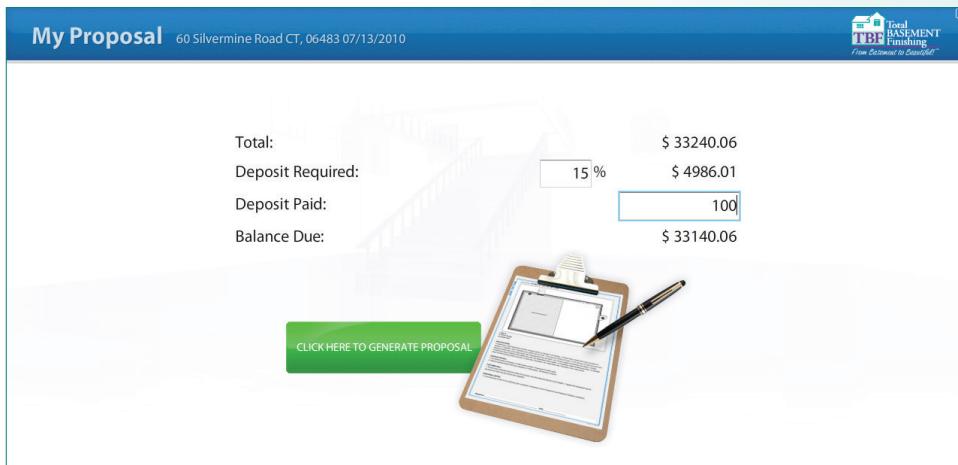
Step 9 - Close using the Closing Trail



Now click over to the price screen on Total Basement Vision and say:

Script

"John and Mary, I can work with you. I'm not going to require that you give a \$4,986 deposit as it says here on the screen. I'm willing to secure your savings with a \$100 check."



Script

This way, you can still have the benefit of the Preferred Customer Discount and we can talk tomorrow and pick up where we left off!"

Now the salesperson immediately goes to the notes page and begins typing the conditions for the Preferred Customer Discount.

For Example:

Mr. and Mrs. Jones can secure their Preferred Customer Discount with a \$100 deposit subject to our conversation on _____ day.

Script

"You can make the check out to Total Basement Finishing."

It's important to remember, although we want to make the sale when we are in the home, we don't want to burn the lead. Sometimes the scope of the project is very detailed and time consuming. Sometimes under certain circumstances a second or third visit may be required so the homeowner is comfortable enough to make a decision. This is why we can do it their way and at least secure the Preferred Customer Discount.

Closing Trail

Step 9 - Close using the Closing Trail

Button It Up (after receiving a deposit)

Like this:

Script

"John and Mary, we have everything all set and per your request we'll talk again on _____ day and wrap up any remaining questions you may have. Congratulations and welcome to the Total Basement Finishing family."

More Discussions About Money

Financing

Script

"John and Mary, in my experience there's two kinds of people when it comes to the money. There are people who want to finish their basement, but don't have the money right now and there are people that have the money but aren't sure because it's a little more than they thought. Let me ask, which one are you?"

Same as cash financing

Your company should be set up with a number of different finance companies to offer financing and same-as-cash programs.

I want to do it when I get \$ later

If the homeowner says they will have the money in a few months, or later in the year, you should offer a same-as-cash program.

Script

"John and Mary, what's going to be different in a few months?"

"Well, I have something that I know you'll love. We can finance this for you, and you don't have to make any payments or pay any interest for 6 months (or a year). Then when you get the money you can pay it off. If you don't want to pay for it before the 6 months, then you can begin making monthly payments. Sounds great, right?"

Closing Trail

Step 9 - Close using the Closing Trail

**I want to do it, but I
don't have the \$.**

If the homeowner wants to spend the money but they don't have it right now, offer financing.

Script

"You know most of our customers don't pay cash when they make a major purchase like a car or a project like this. They finance it and make comfortable monthly payments. What's a comfortable monthly payment for you, \$500 a month, \$400 a month, or just \$300 a month?"
(The salesperson can change the amount of these payment choices based on the cost of the project.)

**It's more money than
I thought**

If the homeowner says they have the money but "it's more than I thought it would be", you have to assure them that it's worth every penny.

Cost vs. Home Value

Here we ask the homeowner what the average value and sq.ft. of homes in their neighborhood are. Once you have this information, ask the homeowner to divide the value of the home by the sq.ft. This will give an average cost per sq.ft. in the homeowner's neighborhood.

Next, have the homeowner calculate the cost per sq.ft. of the basement space and then compare the two. It's evident that the homeowner is making an excellent investment by gaining more usable space in their home compared to what it would cost otherwise.

Ask like this:

Script

"John and Mary, can I ask you a question? What's the average cost of a home in your neighborhood? And, what's the average sq.ft. of a home here? Who's better with a calculator? Okay, can you please divide the average cost of a home, by the average sq.ft. What does it cost per sq.ft. in your area? Now, you want to add 629 sq.ft. of usable space to your home. What's 629 multiplied by the average cost per sq.ft. of a home in your area come to? Wouldn't you agree, you're increasing the usable space of your home for a fraction of the cost?"

This is why finishing your basement yields such a good return on investment. This investment will continue to make you money as the real estate prices increase over time. A good home remodeling project is the only investment that you can make that will increase the value of your home while you are enjoying the benefits. Wouldn't you agree?"

Closing Trail

Step 9 - Close using the Closing Trail

Thermometer Close

You could also use the Thermometer Close. It's really not a close at all, but a way to get the customer to reveal the real objection. It goes like this:

Script

“On a scale of 1 to 10, one being you’re not interested at all and 10 being you want to move forward right now, where are you?”

“What do you need to see or hear to make it a 10?”

Often the homeowner will tell you what the real objection is, use C.R.I.S. – Clarify, Restate, Isolate, and Satisfy.

Uncover Objections

At this point in the closing process, you are running out of strategies to close the sale. You could take the homeowner’s “I want to think about it” and leave the house, and follow up later. But people rarely mean that “they want to think about it” when they say they do. What they really mean is – “No.”

You should ask probing questions to find out more. Open-ended questions such as:

Script

“Help me. I don’t understand why you wouldn’t go forward with this right now?”

“Under what circumstances would you finish your basement?”

“Tell me more about the thought process in getting your project done.”

Feel, Felt, Found

One technique is to use “Feel, Felt, Found.” This is where you say:

Script

“I understand how you feel. Other people who were in the same position felt the same way. But after getting more information found that....”

Then you go on to say what other people have found and even give examples, tell stories, or provide third party sources. Once you’re done ask:

Script

“Does that make sense?” Then close with a simple, “So let’s get your new finished basement scheduled then, okay?”



From Basement to Beautiful!™

Closing Trail

Step 9 - Close using the Closing Trail

Review the Preferred Customer Discount

Preferred Customer Discount again. – Revisit by saying:

Script

“Remember the Preferred Customer Discount? It’s 7% off, which is a savings of _____ dollars. That is only available to customers who move forward with their new finished basement the day they receive their proposal. I wanted to remind you of that, because this is the best time to buy. Don’t you agree?”

I want to SHOP around

The last major type of objection you’ll get besides “Think” and “Money” objections is a “Shop” objection. If you do a great job of asking questions, building a relationship with the customer, and sharing your knowledge, you shouldn’t get this objection too often.

If you do get this objection often, you should work on your ability to build rapport and a relationship with a variety of customers you encounter.

Price Assurance Guarantee Secures the discount

If for some reason the homeowner will not abandon the idea of getting another estimate or will not cancel one they already have scheduled, you can offer the Price Assurance Guarantee. It works best when you preface with a story like this:

Script

“John and Mary, I understand that you want to get another estimate to be sure you are getting the best price possible. Right? If you had another company come and give you an estimate, and let’s say that their company holds the same standards as we do, their system, the scope of work, and workmanship were the same caliber as ours and their price was much lower, you would probably do business with them. Right? And let’s say that you had another company come out to give you an estimate and their company, and system were not as good as ours and their price was higher, who would you do business with us right?” (Homeowner says, “Right”) “Thank you.”

“That’s why we have our Price Assurance Guarantee. What this essentially says is, you have 30 days to get other estimates. And if the company, products and materials, workmanship, and the scope of work is the same standard as ours, we will match the price plus put \$100 in your pocket if you find such a company, I don’t think you will.”

“So, can I welcome you into the TBF family?”



From Basement to Beautiful!™

Closing Trail

Step 9 - Close using the Closing Trail

Last Shot Promise

If the homeowner doesn't want to participate in the Price Assurance Guarantee and insists on getting another estimate, and you have nothing left to offer, use this strategy:

Script

"Can I ask you a question?"
"Are you still comfortable with my company?"
"And are you still comfortable with me?"
"And you're okay with the work we propose, right?"

Look at your watch and say, "Okay, I have spent 2 ½ hours with you today. Can you make me one promise: when you get another estimate, if there is something that you like better about it, you'll give me a call and give me the last shot at earning your business?" When the homeowner says yes, shake his or her hand and say, "It's a deal."

Follow-up

Although the salesperson does everything possible to make the deal when sitting at the table, the reality is every sit does not convert into a sale. Since it costs money in marketing to schedule the lead in the first place and the salesperson already invested hours into the sales visit, it only makes sense to schedule a date, time, and phone number to call the homeowner again to keep in touch with them.

Often, the reason the homeowner didn't move forward in the first place is because of money. Money problems can be fixed with financing or with time. So it makes sense to touch base with homeowners to find out what they're thinking and when the timing is right for them to do business with you.

Calling for Customer Referrals

When you call a customer after the work has been completed, go through the following steps:

1. Ask how things went.
2. Thanks them for their business.

Script

"Who else do you know who wants to finish their basement? Family, friends, neighbors?
You can be assured that they will receive the same quality and service that you did."

**It's Too Much Money! • It's More Than I Wanted To Spend!
That's a Lot Of Money! • Can You Do It For Less?**

Money Objection - “That’s a lot of money”

Procedure: When the salesperson hears the homeowner say a variation of, “It’s too much money,” the salesperson has to identify what “too much money” means.

Is it:

1. I want the job, I just don’t have the money to pay for it. If so, the salesperson would offer financing to help the homeowner move forward.
2. I had a cheaper estimate. (See closing script, I Had a Cheaper Estimate.)
3. I want the job, but I just want a better price (if I can get it).

The salesperson needs to find out which one it is before the objection “too much money” can be satisfied.

Script

Homeowner: That’s a lot of money.

Salesperson: How do you mean?

Homeowner: Well, I didn’t think it would be that much.

Salesperson: How do you mean?

Homeowner: Can you do it for less?

Salesperson: What did you have in mind? (The salesperson has to find out if the homeowner wants a few hundred off the price or wants it for half price.)

Homeowner: Can you do it for \$25,000?

Salesperson: Based on what? (Here we want the homeowner to justify their number (price). The salesperson has already spent an hour justifying his.)

Homeowner: Well, I just thought, that maybe, if you could do it a little cheaper – then I could go ahead with the project. I mean, it’s a lot of money.

Salesperson: (If \$25,000 is a little less than the proposed cost.) So what you are saying is, you’d go ahead with the project if we could get close to \$25,000 –?

Homeowner: Yes.

Negotiation

It is very important to understand that the homeowner does want the job and does not necessarily want the \$25,000 price.

Continued...

Call #1 - Two days before the appointment

Script

"Hi, my name is _____ from Total Basement Finishing. I'm calling to confirm our appointment on Wednesday at three o'clock. Did you receive our package in the mail? Did you get a chance to look through the 'Basement Finishing Science' book?

(No)

Can you do me a favor, sometime between now and your appointment can you look through the Basement Finishing Science book. Our customer's find it helpful to look through the package before their appointment. If you get a chance to do that, that would be great!

(Yes)

GREAT! I look forward to seeing you wednesday at three o'clock."

Call #2 - on the way to the appointment

Script

"Hi this is _____ from Total Basement Finishing. I'm calling to let you know I should be right on-time for you appointment today (this evening). I'll see you at three o'clock.

Step 3 - Confirm, Arrive, and Warm-up

Script

"John and Mary, can I ask you a question? Did you get a chance to look through the Basement Finishing Science Book? Great. We send this packet out, because our customers tell us it's important to know who they're doing business with, and we think that's important too. So, before we get started in your basement, I just need a place to set up my laptop computer. This way I can show you our company and picture gallery of basements that we finished, so you can see what we do and get ideas and a vision for your basement. Okay?"

→ Click on 'About Total Basement Finishing' and say:

Script

"Let me show you a little about our company, okay?"

After playing the company profile video ask questions such as:

Script

"John and Mary, can you see that we have experience in dealing with the basement environment?" or "Can you see how dedicated we are to the industry?" or "What did you like best about us?"

→ Click on 'Company Awards' and say:

Script

"John and Mary, we're very proud of all the awards we've won in business. We have over 24 patents. We have many innovation prizes. It's great that we're recognized for our good work."

→ Click on 'Dealer Network' and say:

Script

"John and Mary, one thing that you may not know is there are thousands of people working on what we do everyday. We're focused on serving customers just like you with the best products and methods in the industry."

→ Click 'Close'. Then Say:

Script

"We're so confident our products are so good we offer a 50 year warranty. Take a look."

→ Click and Play the 'Nationally Backed Warranty' video. At the conclusion of the video say:

Script

"You'll see in just a little bit, why we offer such a great warranty."

→ Click on Photo Gallery and review pictures.

→ Click on 'Meeting Plan' and say:

Script

"John and Mary, I'm going to give you a price that's good for 90 days. We also have a Preferred Customer Discount, that's for our customers who decide to move forward with their project sooner rather than later. We'll talk about that in a little bit. Okay?"

Payment Options

Script

"I want you to know that the cost of your project is determined by two things: the size of the space that you want to finish and the features and options that you choose to have in it. And just to let you know what our Payment Options are: You can pay by cash, you can pay by check, you can pay by credit card. (Pause) You can pay part by check and part by credit card. (Pause) You can use an existing home equity line and pay it off at your leisure. (Pause) Or, we can finance it for you, and you can make comfortable monthly investments. (Pause) Let me ask you, how do you plan on handling the cost of your project?"

"John and Mary, You're going to have a complete understanding of the features and options and why your finished basement costs what it costs. Okay?"

→ Press the left mouse button. Then say:

Script

"Next, I'm going to ask you some questions. This way I'll understand exactly what you want to do so I can help you best."

→ Press the left mouse button. Then say:

Script

"Next, we'll go down and sketch and measure your basement."

→ Press the left mouse button. Then say:

Script

“Then we’ll layout your new finished space. You know, where the walls are going to go, where the doors are going to go, and so fourth.”

 **Press the left mouse button. Then say:**

Script

“Then this is the best part, I’m going to take you shopping for basement finishing products. Our customers really love this. All of our products are laid out in these ten product groups. We’re going to go through each group, and you’re going to tell me what you want and what you don’t want. This is a lot of fun.”

 **Press the left mouse button. Then say:**

Script

“Then in the end, you’re going to know exactly what your project costs and what the approximate monthly investment is if you choose to finance.”

 **Press the left mouse button. Then say:**

Script

“And if everything makes sense to you, if you’re comfortable with our company, the products, and the price, just to let you know we can schedule an installation date. Okay?”

Step 4 - Customer Survey: understand customer's needs and wants

At the conclusion of the Customer Survey say, with confidence:

Script

“All right John and Mary, now I know exactly what you want to do. Let’s go downstairs, I’m sure I’ll have a few questions for you both. Then we’ll sketch and measure your basement, layout your new finished space, then we’ll come back upstairs and go shopping. Okay?”

Step 5 - Measure the Space

You can also compare the size of room they want to finish to the size of their favorite room upstairs. Like this:

Script

“John and Mary, you want to finish a room here in the basement that’s 800 square feet. Let me ask you, what’s your favorite room upstairs? Are you comfortable in that room? If you could put the room upstairs down here in the basement, would you do it? Why?

Let’s go measure the room upstairs to see how big it is. Okay?”

Step 6 - Sales Presentation

Introduce the Why Finish My Basement video this way:

Script

“John and Mary, our customers ask me about the return on investment in regards to finishing their basement. I actually have some very good news about that. Let’s take a quick look at this

video, and you'll know exactly what I'm talking about. Okay? Just one thing, I'm going to show you some short videos. You don't have to watch every second of every video. If you've seen enough, just let me know. All right?"



Click and play Why Finish My Basement?

When the video is over say:

Script

"John and Mary, I think you can see that increasing the square footage of your home, increases the value of your home right? (Without stopping say) Now, this is only true if the workmanship is good and if the project is done right with the right materials. If it's not done to standard, it will not yield a good return on investment. Does that make sense?"

Next, the salesperson introduces the 'Cost vs. Value Report' from Remodeler's Magazine like this:

Script

"Consumer Report Magazine, Money Magazine, Better Homes and Gardens, The Wall Street Journal, these types of magazines are often asked about different types of remodeling projects and what they cost. What they do is turn to Remodeling Magazine. Remodeling Magazine is kind of the Kelly Blue Book of the remodeling industry and they're considered the experts in the field."

Now the salesperson has to ask permission to use Remodeling Magazine as a proof source like this:

Script

"John and Mary, would it be all right if I used Remodeling Magazine as a source to look at the cost of some remodeling projects?"

Build credibility into the Cost vs. Value Report like this:

Script

"This is the Cost vs. Value Report done by Remodeling Magazine. As you can see here, this is the latest report and it's for our part of the country. They came up with these numbers by speaking out these different remodeling projects to builders, and then got together the board of realtors, real estate appraisers, and cost estimating companies to review and put together this Cost vs. Value Report. This is a very real report based on real numbers."

"What we find is, that most homeowners want to finish their basement to increase their livable space, so their family can have the space to do the things they want to. There are several ways to increase the livable square footage of a home. First, you can build out with an addition on the side of your home, you could build up in the form of a dormer, or you can finish your basement, and that's what we're talking about tonight."

Now it's time to price condition like this:

Script

"So let's take a look at a couple of remodeling projects. The first is a master suite addition. To build a master suite addition you have to bring in an excavator to dig a big hole, then you have to pour a foundation, backfill the hole, landscape, and build the floor, walls, and roof. In this particular job, it's a 384 sq. ft. addition, with a walk-in closet, full bath with a tile shower, double-bowl vanity, and a whirlpool tub. The walls are made of drywall, all the electrical is included as well as paint. The average cost for this project in our area of the country is approximately \$109,000. That comes to \$284 per sq. ft. with a return on investment of 63.4% or \$69,085 if you

chose to sell after the first year.”

“Let’s look at a family room addition. With a family room you still have to bring in the excavator to dig a big hole. Then you still have to pour a foundation, backfill the hole, landscape, and build the floor, walls, and roof. The family room is 400 sq. ft. with drywall interior, flooring, some windows, a couple of skylights, and all of the electrical. The average cost for this project is \$87,000 or \$217 per sq. ft.”

“Now let’s take a look at a basement remodeling project. Remodeling Magazine specked out a 600 sq. ft. finished basement with a small full bath, a partition wall between the finished and unfinished areas, drywall for the walls and ceiling, some doors, all the electrical, laminate flooring and a bar. The average cost for this project is \$66,000 or \$110 a sq. ft. with a return on investment of 64%. The reason the return on investment is so good is because if you think about it, the floor, walls, and ceiling are already done. We only have to finish the inside of this space.”

To further price condition ask:

Script

“Okay, so who is better with a calculator? You want to finish a 492 sq. ft. basement. Calculate for me 492 sq. ft. x \$110 per sq. ft. and let me know what you come up with. (Wait for the answer.)

“Now keep in mind, this basement has a full bath and a bar. We’re going to go shopping and you’re going to determine the cost of your own basement by the space you want to finish and the features and options you choose to have in it, okay?”

3 Ways to Finish a Basement – drywall, fiberglass & fabric, and the TBF System

You can transition into it like this:

Script

“John and Mary, there are only three ways to finish a basement: drywall, fiberglass and fabric, and of course, the Total Basement Finishing System. Let’s take a quick look at each of them.”



Click on the Drywall button



Click on the last picture of the carpenter holding the piece of drywall in his hand.

Then say:

Script

“Let me ask you, what do you know about mold and mildew, and do you think it’s serious?”

Go on and describe the picture like this:

Script

“John and Mary, this is usually how mold shows itself. If you look at the front of the drywall, you can see that it’s nice and clean and bright white. However, on the other side, mold is alive and well. By the time you see mold on the front of drywall, the back is most likely going to be covered with it.”

“Let’s look at this video and you’ll see why this happens and why the basement is a different environment than the upstairs.”



Click and play the drywall video

At the conclusion of the video hand the homeowner a sample of the moldy drywall from your sample bag then say:

Script

“John and Mary, knowing what you know now, would you ever consider using drywall or other traditional building materials in your basement project?”

- **Click on the Fiberglass & Fabric button and say:**

Script

“John and Mary, about 10 years ago a company developed a basement finishing system. Let’s take a quick look at it.”

- **Click and play the Fiberglass & Fabric video**

At the conclusion of the video, hand the homeowner a sample of fiberglass and fabric from your sample bag then say:

Script

“Although they came out with the first basement finishing system on the market, as you can see they came up short. People bought this product because they realized that drywall doesn’t work in the basement environment and were looking for something else. Would you consider using fiberglass and fabric in your basement? (Wait for answer) Let’s take a look at the TBF System.

Introduce the Total Basement Finishing System like this:

Script

“John and Mary, Basement Systems has the largest network of basement waterproofing contractors in the world. Collectively we’ve seen tens of thousands of basements ruined from moisture and mold. So, when we started Total Basement Finishing it was important to us to have a system that’s mold and moisture resistant. We also wanted a system that looks great, and is maintenance free, and finally, we wanted a system that is going to last as long as the home does. In other words, we want our system to look just as good 20 years from now as it did the day it was installed. Just as good, just as crisp, and just as nice. Let me show you what we have for you.”

- **Conduct Wall Demonstration. Splash Video**

Script

“John and Mary, remember I showed you that we have a 50-year warranty against mold and moisture damage? This is why, check this out.”

- **Click and play the ‘Splash’ Video.**
- **Click on ‘My Basement’.**
- **Click on the Products button at the bottom of the computer screen.**

Then say:

Script

“John and Mary, now we’re going to go shopping for basement finishing products. All of our products are arranged in these ten groups. We’re going to go through each group and you’re going to tell me what you want and what you don’t want. Keep in mind, the cost of the project depends on two things, the size of the space you want to finish and the features and options you choose to have in it. Okay? Let’s get started!”

Step 7 - Pre-Close

It goes like this:

Script

“John and Mary, we included everything that you said you wanted in your new finished basement. Is there anything that you want to take out or add in? So, this is exactly the finished basement that you want to see in your home.

If it was free you would take it? Of course you would. Besides the fact if it was free, why would you take it?”

Be sure that the homeowner is comfortable with you, your company, and the products and design of the new finished space. Then ask:

Script

“Can I ask you a question?”

“Are you comfortable with our company?”

“Are you comfortable with me as your representative?”

“Are you comfortable with the products and design for your new finished space?”

Then continue:

Script

“If I’m reading you right, and I think I am, other than the money, you’re very comfortable, right? Well then, that just leaves the money. Right? So it’s just a matter of making your project affordable enough and the monthly investment comfortable enough for you to enjoy your new finished basement. Right? Let’s see if we can make it happen, okay?”

Step 8 - Review Products in Project

You can review the project like this:

Script

“Your proposal includes the EverLast Walls with a washable pre-finished surface that never needs to be painted with an R-13 insulation rating and a 50-year warranty against mold and water damage.”

“The walls won’t get ruined if they get wet, and the baseboard never needs paint and won’t get ruined if it gets wet, and the crown molding at the top of the walls make it look rich and finished, and the six-panel doors with the (lever) hardware, and the Linen Ceiling with mineral wool tiles that have a 30 year warranty against mold and sagging, and you have “X” amount of can lights on dimmer switches and all the necessary switches and outlets.”

“You want the open mahogany railing with a new wall mounted handrail. This is going to look elegant. It opens up the stairwell as you walk down it. We’re going to attain a building permit for you, and you’re getting decorative post surrounds to cover those old rusty steel columns in your basement.”

“In addition, you want the SaniDry Air System. You’re going to love this, it really makes the air in the basement feel like the air upstairs and finally, you want ThermalDry Flooring with Charcoal carpeting that’s specifically made for the basement environment. It’s a lot warmer than just laying carpet on the cold, hard, damp concrete floor and it’s modular, so you can take a tile out and

easily replace it with a fresh one if you have to. You're getting all of this! Your basement is going to be beautiful!"

Wrap up the drum roll like this:

Script

"John and Mary, all I have to do, is click this green traffic light, and the cost of the project will show right here on the computer screen."

The salesperson continues:

Script

"We're going to click this button in just a minute, but first we're going to play a little game. It's called the price is right."

At this point, the homeowner may act disappointed, but have no fear, just continue with the script:

Script

"John and Mary, you're going to like this game. Money is involved. (The salesperson lays three checks across the table in front of the homeowner) I can write you a thousand dollar check towards your project if you can guess the price within \$200 of the cost. I can write you a \$500 check if you can guess the price within \$500, and I can write you a \$200 check if you guess the price within \$1,000 of the cost. So, Mary, I'll start with you. How much do you think the project costs?"

Whatever answer Mary gives you, write her answer down then, turn to the other spouse and say:

Script

"John, it sounds like Mary doesn't want to win any money. John, what do you think the project costs?" (Write his answer down. Now it's time for the salesperson to guess.)

Then slide the mouse over to one of the homeowners and say:

Script

"You click the green light."

If the salesperson did their job by making a compelling presentation, the homeowners should come within 15-20% of the actual price. When the price appears, assuming it's lower than what you guessed, say:

Script

"Look, it's only \$35742."

 Then click the purple traffic light to show the approximate monthly payment and say:

Script

"And the approximate monthly investment is \$532."

Then say:

Script

"Let me ask, is it too much for the project or too much for your monthly budget?"

Homeowner: "It's too much for my monthly budget."

Script

“You know most of our customers don’t pay cash when they make a major purchase like a car or a project like this. They finance it and make comfortable monthly payments. What’s a comfortable monthly payment for you, \$500 a month, \$400 a month, just \$300 a month?”

Homeowner: “It’s too much for the project.”

Script

“Is it too much for our product or just too much for the project?”

Homeowner: “The whole thing is too much money.” (If you get this answer proceed down the Closing Trail.)

Step 9 - Close using the Closing Trail

How Much is too much?

Script

“John and Mary, I understand, you think its too much money, but let me ask you”, (as you pack some things away) “How much too much, did we miss you by?”

C.R.I.S.

Homeowner: “We didn’t want to spend over \$25,000.”

Script

Clarify: “I see, you wanted to invest (\$25,000) so we missed you by (\$10,000)?”

Rephrase: “So what you’re saying is, if we were closer to (\$25,000) we would have gotten together and the (Smith) family would be enjoying their new finished basement? Wouldn’t they?”

Isolate: “Is there any other reason that stopped you from moving forward besides the money?”

Satisfy: “John and Mary, remember the cost of your project depends on two things: How big the finished space is and what features and options you choose to have in it. Would you mind if I did a quick overview of your project to see if we can save you any money?”

Once the project has been right sized then say:

Script

“John and Mary, we’ve gotten the project closer to what you were looking for. Doesn’t this feel better?”

Preferred Customer Discount

Script

“Do you remember I told you about our Preferred Customer Discount?

“If there was a way I could save you a substantial amount of money on your project would you like to hear about it?”

“So is it safe to say that you can make a decision about your project within a month, a few weeks,

or maybe even in a couple of days? When? _____ Oh that soon? We have an offer you are really going to like. Our company decided that any customer who knows what they want, and wants to move forward upon the completion of their proposal, would be deemed "Preferred Customers" and will be eligible for a 7% discount. This means you'd save \$2,501. bringing the cost of your project down to only \$33,240."

"I'm sure you'll have to agree, to take advantage of the savings of \$2,501, this is the best time to go ahead. Wouldn't you agree?"

Can I get the discount later?

Homeowner: "If I decided to move forward next week, you would still honor the Preferred Customer Discount right?"

Script

"No. I can't. It's like going to Sears on a Tuesday and asking for the President's Day sale price that was on Monday. There are laws against that. This savings can only be given upon the completion of the proposal."

Let's do it your way

Script

"Okay, we can do it your way. I'm a reasonable person and our company is easy to do business with. Our customers appreciate this.

Let me ask, is this the finished space you want to see in your home? Great."



Now click over to the price screen on Total Basement Vision and say:

Script

"John and Mary, I can work with you. I'm not going to require that you give a \$_____ deposit as it says here on the screen. I'm willing to secure your savings with a \$100 check. This way, you can still have the benefit of the Preferred Customer Discount and we can talk tomorrow and pick up where we left off."

"You can make the check out to Total Basement Finishing."

Button Up

Script

"John and Mary, we have everything all set and per your request we'll talk again on _____ day and wrap up any remaining questions you may have. Congratulations and welcome to the Total Basement Finishing family."

Financing

Script

"John and Mary, in my experience there's two kinds of people when it comes to the money. There are people who want to finish their basement, but don't have the money right now and there are people that have the money but think it's more than I thought it would be. Let me ask, which one are you?"

I want to do it when I get \$ later

Script

“John and Mary, what’s going to be different in a few months?”

“Well, I have something that I know you’ll love. We can finance this for you, and you don’t have to make any payments or pay any interest for 6 months (or a year). Then when you get the money you can pay it off. If you don’t want to pay for it before the 6 months, then you can begin making monthly payments. Sounds great, right?”

I want to do it but I don’t have the \$

Script

“You know most of our customers don’t pay cash when they make a major purchase like a car or a project like this. They finance it and make comfortable monthly payments. What’s a comfortable monthly payment for you, \$500 a month, \$400 a month, or just \$300 a month.”

It’s more than I thought it would be

Cost vs. Value

Script

“John and Mary, can I ask you a question? What’s the average cost of a home in your neighborhood? And, what’s the average sq. ft. of a home here? Who’s better with a calculator? Okay, can you please divide the average cost of a home, by the average sq. ft. What does it cost per sq. ft. in your area? Now, you want to add 629 sq. ft. of usable space to your home. What’s 629 multiplied by the average cost per sq. ft. of a home in your area come to? Wouldn’t you agree, you’re increasing the usable space of your home for a fraction of the cost? This is why finishing your basement yields such a good return on investment. This investment will continue to make you money as the real estate prices increase over time. A good home remodeling project is the only investment that you can make that will increase the value of your home while you are enjoying the benefits. Wouldn’t you agree?”

Thermometer Close

Script

“On a scale of 1 to 10, one being you’re not interested at all and 10 being you want to move forward right now, where are you?”

“What do you need to see or hear to make it a 10?”

Uncover Objections

Script

“Help me. I don’t understand why you wouldn’t go forward with this right now?”

“Under what circumstances would you finish your basement?”

“Tell me more about the thought process in getting your project done.”

Feel, Felt, Found

Script

"I understand how you feel. Other people who were in the same position felt the same way. But after getting more information found that..."

"Does that make sense?" Then close with a simple, "So let's get your new finished basement scheduled then, okay?"

Review the Preferred Customer Discount

Script

"Remember the Preferred Customer Discount? It's 7% off, which is a savings of _____ dollars. That is only available to customers who move forward with their new finished basement the day they receive their proposal. I wanted to remind you of that, because this is the best time to buy. Don't you agree?"

I want to shop around.

Price Assurance Guarantee

Script

"John and Mary, I understand that you want to get another estimate to be sure you are getting the best price possible. Right? If you had another company come and give you an estimate, and let's say that their company holds the same standards as we do, their system, the scope of work, and workmanship were the same caliber as ours and their price was much lower, you would probably do business with them. Right? And let's say that you had another company come out to give you an estimate and their company, and system were not as good as ours and their price was higher, you would do business with us right?" (Homeowner says, "Right") "Thank you."

"That's why we have our Price Assurance Guarantee. What this essentially says is, you have 30 days to get other estimates. And if the company, products and materials, workmanship, and the scope of work is the same standard as ours, we will match the price plus put \$100 in your pocket if you find such a company, I don't think you will."

"So, can I welcome you into the TBF family?"

Last Shot Promise

Script

"Can I ask you a question?"

"Are you still comfortable with my company?"

"And are you still comfortable with me?"

"And you're okay with the work we propose, right?"

"Okay, I have spent 2 1/2 hours with you today. Can you make me one promise: when you get another estimate, if there is something that you like better about it, you'll give me a call and give me the last shot at earning your business?" When the homeowner says yes, shake his or her hand and say, "It's a deal."

Elements required to sell well:

- **TRUST • PEOPLE SKILLS • ASKING QUESTIONS • LISTENING**
- **TECHNICAL KNOWLEDGE • YOUR MATERIALS**

Closing is the natural result of a well-executed sales process. If you are having trouble closing, it is because you are doing other things wrong between the time you entered the house and the time you asked for the business.

TRUST – *You must inspire trust from the customer.* People buy from people they trust, and they WILL NOT buy from people they do not trust. When it comes to building trust, everything counts. How you dress, how you speak, how you handle tough questions, what you ask and how you listen, the quality of your materials, your knowledge, your tone of voice – everything. It all counts. If they do not trust you, then they will not believe what you say. If a customer is unsure or confused, they will not buy.

PEOPLE SKILLS – “People skills” means lots of things, but most of all it refers to “*behavioral flexibility*.”

As you know, *people are different*. Some are direct, and some are indirect. Some like to be in control, and some will let others take control. Some are open, and some are self-contained. Some want lots of information, and some are more concerned that everyone feels good about what is going on.

You will meet all kinds of people, and you have your own particular personality style. There is no right and wrong style, and no personality style is better than another – they are just different.

One thing is for sure – people feel more comfortable and like people who are like them. If the customer is indirect and you are very direct, he will not feel comfortable with you and will probably not buy.

Since there are four personality styles, and your dominant style can only be one of the four, you will “naturally” hit it off with about one in four prospective customers. That’s the good news. The bad news is that you are going to have a problem making a connection with the other 3 out of 4. In sales, you must do better than that.

The key is for YOU to have behavioral flexibility. You modify your body language, your voice, and your presentation to connect with and communicate best with that particular homeowner.

How do you do this? It’s actually not hard. First, you must be self-aware. What is your style? Open or self contained? Direct or indirect?

Next, you must notice and be aware of the customer’s personality style. No, you don’t have to do some complex personality assessment on them; all you have to do is match their body language and voice.

If the customer is up and animated with their body language, using their hands to speak and moving while they communicate, *then you do the same*. If their body language is reserved and they are still while speaking, *then you do the same*.

Continued...

Elements required to sell well:

Matching their voice is extremely important and easy. If they talk loud, you do, too. If they talk faster, then you do, too. If they use a lot of voice inflection, then you do, too. And, you must also match their tone of voice.

Proximity is another factor. If they like to stand close to you, don't back up. But if they like to stand farther away, don't get closer. What matters is *what THE CUSTOMER likes*, not you. As a sales professional, you must be *flexible*.

By matching body language and tone of voice, you will be able to get the rapport you need to sell to customers. Rapport is an unconscious agreement in which customers say to themselves "*I like this person,*" and they listen to you, communicate with you, and trust you. Once you have rapport, then you can lead the customers with your suggestions and proposal. Without rapport, you cannot lead them, because they will not follow you.

ASKING QUESTIONS – Another way to build trust is by asking questions. Homeowners who feel you do not understand their concerns or situation will not trust your recommendations and will not buy. How do you really know their concerns and show them you do? *Ask questions – lots of them.*

Direct people will tell you what they are thinking openly, sometimes whether you ask or not. Indirect people need to be invited to tell you what they are thinking because they won't offer information easily.

You must ask questions in the beginning of your visit with the homeowner to understand what the physical situation is with their home and how they feel about it. But the need to ask questions never ends in sales. During your presentation you'll ask, "*Does that make sense?*" and "*Can you see how that's important?*" When a video ends you can ask, "*Can you see how this will make a big difference for your family?*"

You must also be observant, watching the customer's face during your visit and presentation. If you see confusion or frustration and you ignore it, you have lost the sale. When you see a look of concern, anger, frustration, embarrassment, or confusion, you must ask about it using your people skills, selecting the right tone of voice and approach for that customer.

Examples of questions are:

- "Tell me how you're feeling about that."*
- "You look confused, are you?"*
- "I think I missed one of your questions..."*
- "What am I not answering for you?"*
- "You look concerned. How do you feel about this?"*
- "A lot of people start out concerned about this. You look like you may be, too. Is that right?"*
- "You look like you are getting upset about something. What is it?"*

You must use your tone of voice when asking such questions for best results.

Continued...

Elements required to sell well:

When a customer doesn't buy, they often try to hide the reason. Your job is to find out what their reasons for buying and not buying are, and satisfy the reasons for buying and remove the reasons for not buying. Often, the reasons for not buying come up into the customer's mind at some point during the sales visit. You must watch the customer's face. When they show stress, it is at the top of their mind at that moment. And this is the time to carefully ask about it to reveal it. If the reasons for not buying do not come out, you can never help the customer remove or fix them.

Selling is emotional. Even people who are logical are using logic to justify the emotional decision. The decision to buy or not to buy is an emotional decision. Asking questions, and in particular the right questions at the right time, will reveal to you what the customer needs to hear or see to work through the reasons for not buying so the job can move forward.

LISTENING – Listening is one of the most powerful ways to build trust. If you don't listen to the homeowner and hear them out, and talk too much instead, you're toast. A sale is simply not going to happen.

If the customer says something that is not right, hear them out. Don't listen defensively, thinking about what you are going to say next – your mouth just waiting for them to finish so you can blurt your rebuttal. Instead, *listen* for what they're saying, and *WHY* they're saying it. Ask, "*Why do you say that?*" and "*Tell me why you feel that way.*" You'll build much more trust with this approach and when you do finally address the issue, they will listen to you because you listened to them.

The keys to the customer buying or not buying are found within their communication to you – both verbal and non-verbal. This is why when you listen you should look at the customer and watch their body language and face while they speak. *Show the customer that you are listening* by leaning forward a bit, nodding your head and saying, "*Uh huh*" and "*okay*" every so often.

If you want more information because you think the customer is holding back, you need to:

- *Be quiet when they finish speaking.* Customers will often offer more information because silence is viewed as a defect in conversation, and people want to talk to fill it up.
- *Echo the last thing the customer said.* For example, "*You are uncomfortable with the price?*"
- *Ask for more information.* "*Tell me more about that.*"
- *Make one-word remarks.* "*Really?*" "*Oh?*" or "*Huh.*" Raise your eyebrows like you'd like more information, and then be quiet and wait for more information. Say, "*Help me. I don't understand.*"

As with any question, once you ask it, *shut up and listen*. This is especially true when you ask for the business. Ask, and then shut up. Do not save the customer by interjecting or giving him a way out, or suggesting that you know what the answer is.

Continued...

Elements required to sell well:

TECHNICAL KNOWLEDGE – Knowing your stuff is important to be able to understand what the problems are in that particular house. But it is also important for another reason: *inspiring trust*.

If the customer can see by the questions you ask, and by the confidence in your voice, *that his situation is testing the limits of your ability*, then he will *not* have a lot of faith in your solution.

On the other hand, if he can see and hear that *you understand all the facets of his problems and solutions, and know your stuff cold*, he will feel he is in *good* hands and be much more likely to buy.

Knowing *MORE* than you have to for the job will allow you to build trust more effectively. *Preparation (training) builds your confidence. And your confidence builds trust.*

YOUR MATERIALS – People are *always* judging you. Everything counts when it comes to them handing over their hard-earned money for you to work in their home amongst their family's personal property.

Your vehicle and how clean it is counts. Also, your shirt, pants, shoes, belt, hair, jewelry (or not), book, brochures, folder and proposal, computer and its case, your equipment – *all of it counts. Having perfect materials won't make up for a lack of listening or product knowledge, though.*

People know salespeople are there to sell. They have experienced or heard stories about salespeople lying, cheating, exaggerating, companies not following through, and they are looking for cracks in your story. They are looking for things that don't line up, stories that don't match. They are trying to defend themselves by looking for any red flag – any reason they should do the safe thing and not buy. Don't give it to them. *Everything counts.*

Before you worry about learning language to close sales, you must get these things right:

- **TRUST**
- **PEOPLE SKILLS**
- **ASKING QUESTIONS**
- **LISTENING**
- **TECHNICAL KNOWLEDGE**
- **YOUR MATERIALS**

These things may seem like they are so basic that they are not important. But you must become *brilliant on the basics*, because that is where the battle is won or lost.

Until you get these things right, there is no point in learning anything else about selling. *A great "close" will not save you if your people skills are no good and you don't have rapport.* A great close will not save you if the customer feels that you know some about the subject, but not a lot.

Everything is about closing, and closing is about everything. Closing is the next step after all the other parts of the sales process are done. But if you don't do those parts right, you can't move forward to ask for the business successfully.

Continued...

Building the GAP

If people do not see a gap between *where they are*, and *where they could be* as a result of buying your services, *they will not buy*. If they do see a gap between where they are and where they could be by hiring you, they may buy. *The bigger this gap is, the more likely they are to buy.*

How do you build the gap?

You must be an expert at showing them where they are now (what their problems are) and how their situation will be improved by hiring you. Simply put, do a great job of demonstrating their problems and how they are affecting them, and a great job of presenting the benefits they will get by fixing it.

Leading the customer is a very important way to build the gap. Once rapport is established the salesperson can start to lead the customer by pushing up their enthusiasm by showing them the benefits of the solution. Then show and explain the value of the benefits.

The next part of making a sale is to simply show them the other side of the gap – where they could be with your solution, what the benefits are, and showing them it's worth the money or making payments affordable for them.

If you can build both sides of the gap with effective two-way communication with the homeowner, they will feel compelled to move away from their current situation (pain) and toward the new situation (pleasure).

Understanding that both sides of the gap must be built, the professional salesperson understands that he or she is closing when they are showing or explaining benefits.

The 9 Steps to a Sale “Closing Trail” Chart

Having a *structure* to your sales visit is important so that you know where you are in the process, and you know the purpose of each step. You must look at it from the homeowner's point of view. You are taking them on a journey from, *“I am somewhat interested in finishing my basement”* to, *“I am very confident that if I write this check to this person, I will be better off.”*

When you get to closing, you are almost always going to get objections. A professional salesperson expects objections, and has a plan to handle each one.

Continued...

WOW! Sales Service

**WOW! Service
in the
Sales Department.**

1 Talk to the Customer – A Lot.

2 Active Listening.

3 Create a Personal Connection.

4 Send a Note.

5 Follow-Up.

6 Post Installation Call.

7 Be Polite and Courteous.

8 Don't Sell Problems.

9 Help Production.

10 Document What We Sold.



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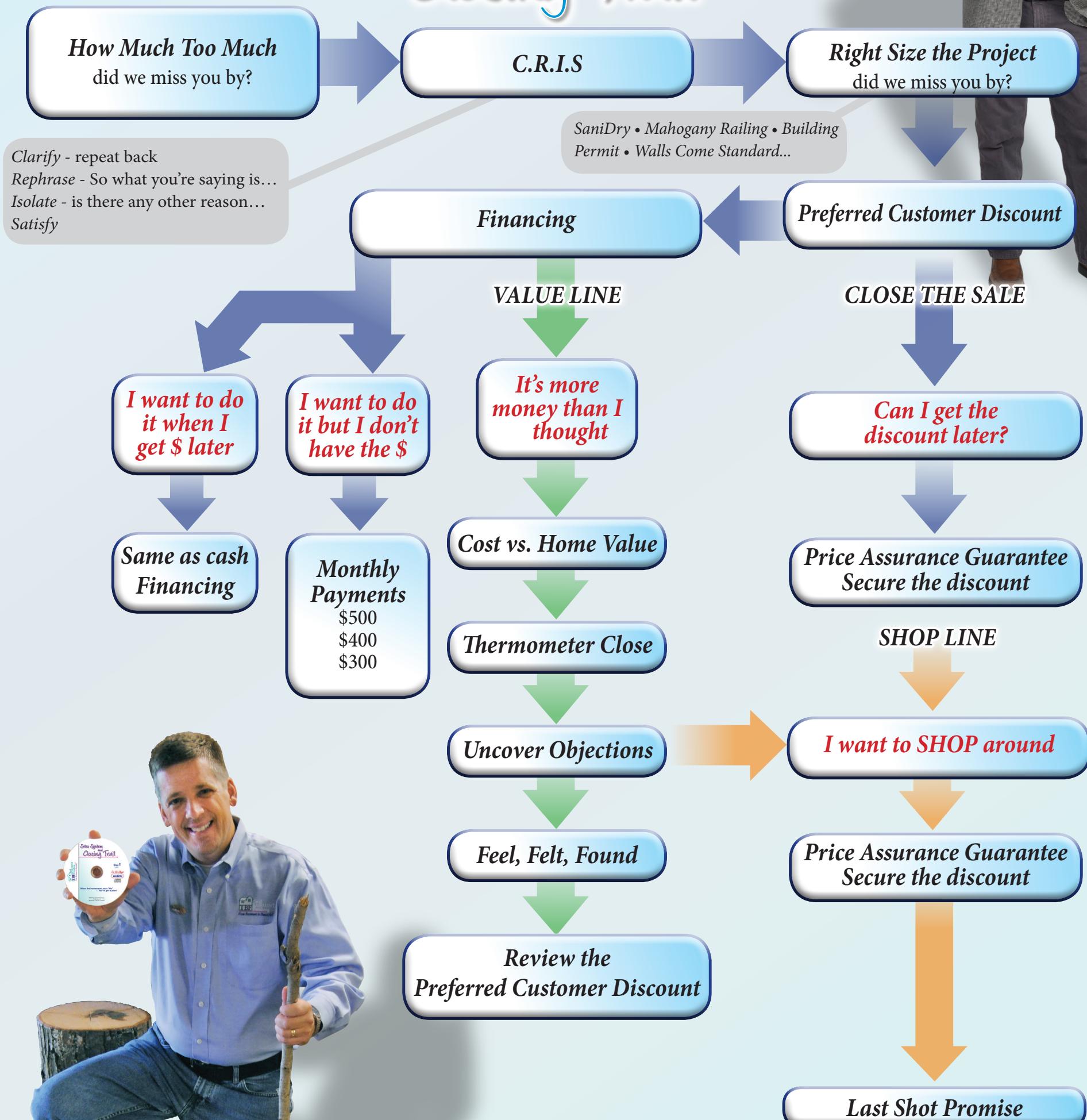
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Trail to Success

How to get customers what they want!



The Closing Trail



TBF Sales System

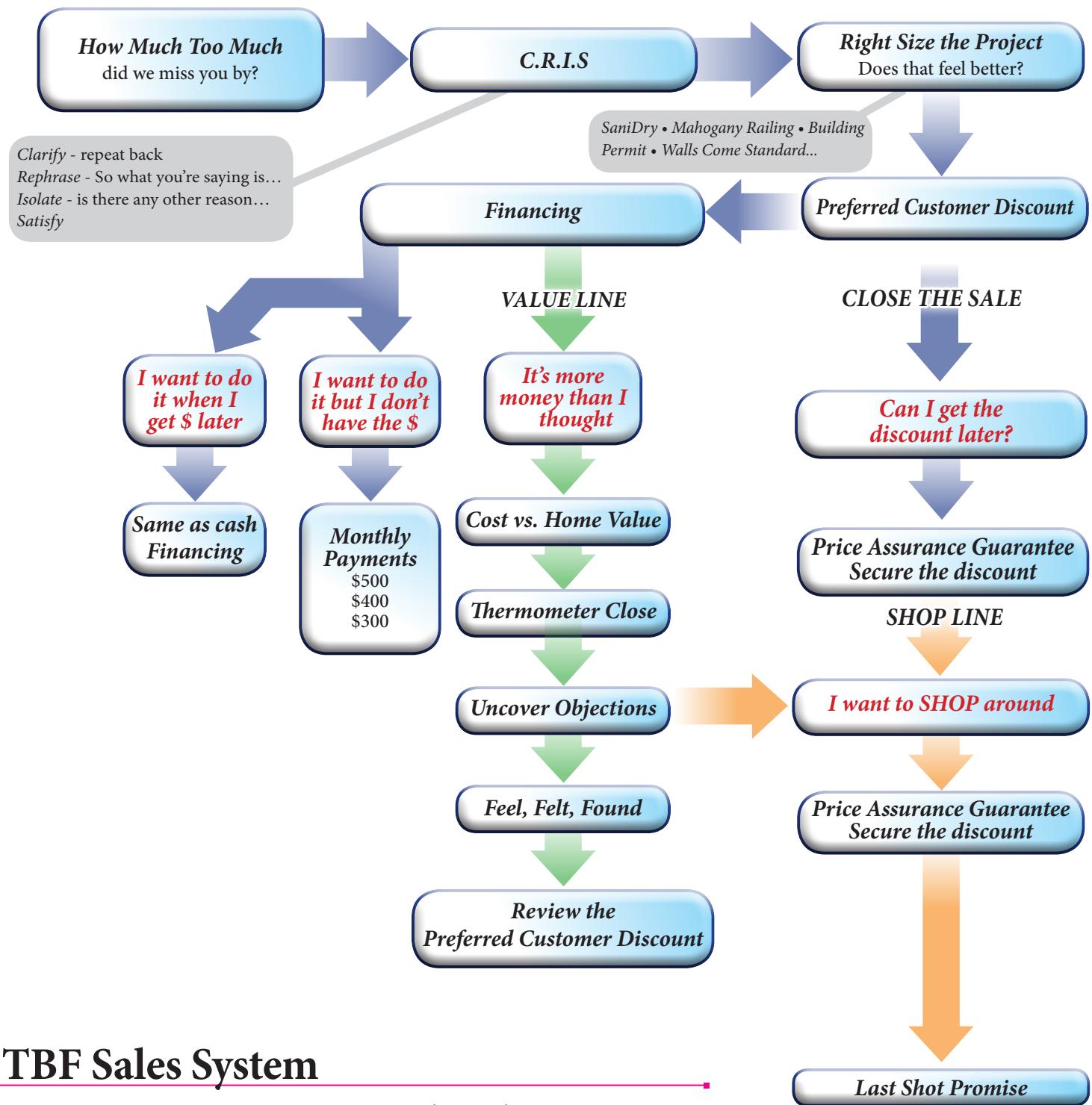
- Warm Up
- About Total Basement Finishing
- Review Photo Gallery
- Meeting Plan
- Customer Survey
- Basement Inspection
- Why Finish My Basement?
- 3 Ways to Finish a Basement
- Take the Homeowner Shopping
- Pre-Close
- Present Price
- Closing Trail

Follow up enthusiastically on all proposals.



1. Talk to the Customer – A Lot
2. Active Listening
3. Create a Personal Connection
4. Send a Note
5. Follow Up
6. Post Installation Call
7. Be Polite and Courteous
8. Don't Sell Problems
9. Help Production
10. Document What We Sold

Closing Trail



TBF Sales System

- Warm Up
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- Follow-Up Enthusiastically.