

## Deb: Building Trust with a Homeowner Who Needs Guidance

### 1. What do you want your team to practice?

**Title:** Building Rapport and Trust with a Reluctant Homeowner

**Hint:** The homeowner, Deb, is open to chatting if approached in the right mood or timing. She suspects a roof issue but doesn't feel a sense of urgency. She values finding someone trustworthy to handle the entire process.

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### 2. Buyer's persona name:

Deb

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### 3. Job title or role:

Homeowner

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### 4. What is the rep's goal in this role-play?

The goal is to build rapport with Deb by engaging in friendly, non-roof-related conversation to earn her trust. The rep should help her feel comfortable and reassured while gently introducing the importance of addressing potential roof issues sooner rather than later.

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### 5. Give the context for this role-play:

Deb is a homeowner who is only likely to engage in conversation if approached in a friendly and timely manner. While she thinks her roof may have an issue, she feels no urgency to address it. Her primary concern is finding someone she can trust to handle the process completely and efficiently. The rep must prioritize building rapport and demonstrating trustworthiness before discussing the roof in detail.

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### 6. What are the conversation steps to win this role-play?

#### 1. Start with a warm and friendly approach:

- Greet Deb with a positive demeanor and a genuine smile.
- Begin the conversation with a non-roof-related topic, such as commenting on her garden, pet, or a community event.

#### 2. Build rapport through personal connection:

- Engage in lighthearted conversation to put Deb at ease.

- Show genuine interest in her hobbies, family, or recent experiences to create a bond.
  - 3. **Transition naturally to roof concerns:**
    - Once rapport is established, mention something like, "By the way, I noticed your roof looks like it might have some wear and tear. Have you noticed anything unusual recently?"
  - 4. **Acknowledge her lack of urgency:**
    - Validate her feelings by saying, "I totally get that it doesn't feel urgent right now. A lot of homeowners feel the same way until they notice something bigger."
  - 5. **Present the benefits of early action:**
    - Gently explain how addressing small issues early can save her money and stress down the road.
    - Mention how a simple inspection can provide peace of mind.
  - 6. **Highlight your trustworthiness and expertise:**
    - Share your experience in handling similar situations and emphasize your commitment to making the process easy for her.
    - Offer examples of other homeowners who trusted you and were pleased with the results.
  - 7. **Offer a no-pressure inspection:**
    - Suggest a free inspection as a way for her to get clarity without any obligation.
    - Position it as a friendly gesture to help her make an informed decision.
  - 8. **Provide reassurance and follow-through:**
    - Reinforce your reliability by explaining how you'll handle the entire process for her, from inspection to repairs or replacement.
    - Offer to schedule a convenient time to chat again if she's not ready to decide right away.
  - 9. **Close the conversation on a friendly note:**
    - Thank Deb for her time and let her know you're available whenever she's ready.
    - Leave her with a business card or contact information for easy follow-up.
  - 10. **Follow up tactfully:**
    - Check back with her in a week or two, referencing the rapport you built to keep the relationship warm.
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## 7. What are the specific objections the rep needs to handle?

### Objections and Handling Responses:

1. **"I'm not sure if the roof really has a problem."**
  - Response: "That's totally okay, Deb. A lot of homeowners aren't sure until we take a closer look. A quick inspection can confirm if there's anything to worry about—or give you peace of mind that everything's fine."
2. **"I don't think it's urgent."**

- Response: "I understand how you feel, Deb. Sometimes, though, small issues can grow into bigger problems. Catching it early can save you time, money, and stress."
- 3. **"I don't have time to deal with this right now."**
  - Response: "I get it, Deb. Life gets busy! That's why I handle everything for you, from the inspection to the paperwork. It's all designed to make things as easy as possible for you."
- 4. **"I'm not ready to commit to anything."**
  - Response: "No pressure at all, Deb. The inspection is just to help you get a clearer picture. You can take all the time you need to decide after that."
- 5. **"I've been meaning to look into it, but it's just not a priority."**
  - Response: "That's completely understandable, Deb. Let me help you cross it off your list with a quick inspection, so you know exactly where things stand."
- 6. **"I don't know if I trust contractors."**
  - Response: "I hear that a lot, Deb, and it's a valid concern. That's why I'm upfront about everything and focus on making the process transparent and straightforward."
- 7. **"What if the inspection finds something, and I'm stuck fixing it right away?"**
  - Response: "That's a good question, Deb. The inspection is no-pressure and completely up to you. If we find anything, I'll give you all the information so you can decide what to do next."
- 8. **"I've had bad experiences with contractors in the past."**
  - Response: "I'm sorry to hear that, Deb. I can assure you that we take pride in being different. I'd love the chance to show you how easy and stress-free this process can be."
- 9. **"I'll get to it eventually."**
  - Response: "That's okay, Deb. I'd be happy to help whenever you're ready. In the meantime, an inspection now can make sure nothing gets worse while you're waiting."
- 10. **"Why should I trust you to handle this?"**
  - Response: "That's a great question, Deb. I've worked with many homeowners just like you, and I can share testimonials and references if that helps. My goal is to make this process simple and stress-free for you."