

D2D FIELD GUIDE FOR OBJECTION HANDLING & CONVERSION

SIMPLE & EFFECTIVE DOOR APPROACH

1. Greet & Break the Ice

"Hey there! I'm [Name] — I showed up unannounced, I hope I didn't interrupt your day. I'm here because of the recent storms that rolled through the area." **(Is there anything out of the ordinary to break the ice? Car, garden, team flag, dog, etc.. point it out! Connect on a human level.)**

2. Purpose of Visit

"We're just helping homeowners get their roofs inspected to see if there's any storm damage that could be covered by insurance. A lot of folks don't even realize they have damage until we're up there."

3. Qualifying Question (Open-Ended)

"Where are you at in the insurance process—have you had anyone take a look at the roof yet?"

4. Offer the Inspection

"No cost, no obligation—we'll take a video inspection of your roof, bring your roof down to you, show you what we find and if everything looks good, you'll have peace of mind. If there's damage, we can help you understand your options and walk you through it."

OBJECTION HANDLING FRAMEWORK

(Acknowledge → Reassure → Redirect to the Inspection)

1. "I need to talk to my spouse."

- Acknowledge: "Totally understandable."
- Reassure: "Most people want to be on the same page with big decisions."
- Redirect: "Since there's no commitment today, why don't we go ahead and take a quick look? That way, when you talk to your spouse, you'll have real photos and facts to discuss. Fair enough?"

2. "We need to think about it."

- Acknowledge: "Of course. It's smart to think things through."
- Reassure: "But this part doesn't require a decision—just an inspection."

- Redirect: "Let me grab a few photos for you—this way, you've got something to actually think about. If everything looks good, great. If not, at least you'll know."

3. "You're the Xth roofer that's been here."

- Acknowledge: "You're probably sick of hearing doorbells."
- Reassure: "It's because this area was hit hard. But not everyone's here to really help."
- Redirect: "We're not asking you to sign anything—just offering a real inspection with photos you can keep. We'll show you what's up there, then you decide from there. Fair?"

4. "I know a handyman."

- Acknowledge: "That's good—you've got someone you trust."
- Reassure: "But storm damage and insurance claims are a whole different ball game than general repairs."
- Redirect: "We work directly with adjusters and understand the approval process. Let me inspect the roof and show you the photos—if there's nothing there, your handyman doesn't need to do anything. If there is, we'll show you how we can help."

5. "My roof is fine."

- Acknowledge: "It might be."
- Reassure: "But hail damage can be really hard to spot from the ground."
- Redirect: "That's exactly why the inspection is helpful. No cost, no pressure—if it's clean, you'll know for sure. If there's damage, we'll give you the next steps."

6. "Not interested."

- Acknowledge: "I get that—it seems like a hassle."
- Reassure: "Most folks aren't... until they find damage that could've been covered."
- Redirect: "I'm not selling anything today. Let me take a quick look and give you some photos. No commitment—just peace of mind. Sound good?"

7. "We want to wait to do the roof."

- Acknowledge: "Timing is everything, I understand."
- Reassure: "But with insurance, there's usually a limited window after the storm."
- Redirect: "Let's just inspect it now. If there's damage, we can document it before the deadline. You can decide when to move forward later, but at least you won't miss out."

8. "Give me an estimate."

- Acknowledge: "Absolutely—we do that."
- Reassure: "But with storm damage, insurance usually covers it based on their pricing."
- Redirect: "First step is seeing if there's even damage. Let me inspect it, take pictures, and then if it's claim-worthy, we help you get the full scope from your insurance carrier."

9. "The other company said they'd eat my deductible."

- Acknowledge: "That's tempting, I get it."
- Reassure: "But legally, that's insurance fraud—and it could put your claim or policy at risk."
- Redirect: "We do everything by the book, and still fight to get you the maximum coverage. Let's do the inspection—no obligation—and then you can compare your options the right way."

10. "I don't want my rates to go up."

- Acknowledge: "That's a fair concern."
- Reassure: "But storm claims are considered 'acts of God'—they usually don't count against you like other claims."
- Redirect: "Your neighbors are getting their roofs covered for that exact reason. Let's inspect it—no harm in seeing if you even have damage. If you do, then you can decide if it's worth having an adjuster come out."

PRO TIP: Keep it conversational, empathetic, and low-pressure. The goal is to serve and inform—not to push. Your calm confidence and professionalism will win the roof.