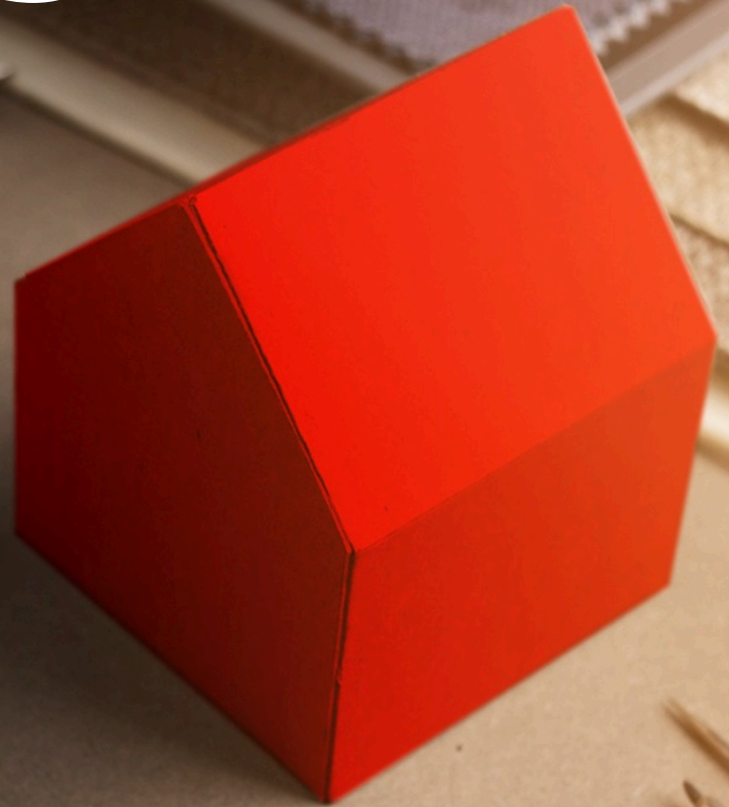


OCCA SALES TOOL BOX



**YOUR ULTIMATE SALES
STRATEGY KIT FOR
HOME IMPROVEMENT
SUCCESS**

**ONE
CALL
CLOSE**
ACADEMY

INTRODUCTION TO ONE-CALL CLOSE SALES

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1

MASTERING ONE-CALL CLOSES IN HOME IMPROVEMENT SALES

Welcome to the specialized field of home improvement sales, where your ability to close a deal in a single call can set you apart from the competition. This method is not just about sales - it's about understanding and executing a process that aligns perfectly with the customer's emotional and logical needs. At OCCA, we provide you with the tools and knowledge to excel in these high stakes situations.

2

THE FOUNDATION OF YOUR SALES SUCCESS : EMOTIONAL AND LOGICAL BALANCE

Effective one-call closing hinges on your ability to blend emotional engagement with logical solutions. This approach ensures that you address the emotional desires of your customers, supported by logical reasons that make your solutions irresistible. Our training focuses on refining these skills, enabling you to deliver presentations that resonate and convince.

TRADITIONAL CONTRACTING MODEL VS ONE CALL CLOSE

TRADITIONAL CONTRACTOR

Multiple visits and follow ups

More expensive lead cost

Attachment and stress

Few deals a year

Logical experience

Low sales volume

Wait for the phone to ring

Homeowner typically has multiple bids

ONE CALL CLOSE MODEL

One visit and close

Reduced lead cost without follow up

2-3 hours and done

Large volume of deal per month

Emotional Experience

Increased sales volume

Generate own leads

No competition

3

THE STRATEGIC ADVANTAGE OF ONE-CALL CLOSES

Mastering one-call closes is crucial for maximizing efficiency and customer satisfaction. This strategy allows you to conclude agreements swiftly, enhancing customer satisfaction and fostering a reputation for decisiveness and reliability. It also increases your chances for referrals and repeat business, as satisfied customers are more likely to recommend a decisive and effective salesperson.

4

LEVERAGING PSYCHOLOGY IN SALES

At OCCA, we emphasize the importance of psychological strategies in sales:

Building Rapport Quickly:

Establish trust from the first interaction to make your discussions more productive.

Identifying and Solving Pain Points:

Quickly identify what your customer needs and demonstrate how your solutions provide relief.

Creating a Sense of Urgency:

Educate customers on the benefits of immediate action without undue pressure.

Assuming the Sale:

Use language that assumes a positive outcome, encouraging customers to visualize the benefits of your solution.

Handling Objections with Empathy:

Address customer concerns with understanding and offer solutions that align with their needs.

This eBook serves as your comprehensive guide to excelling in one-call closes. It is designed to equip you with the necessary skills and insights to not only meet but surpass your sales targets. Through OCCA's proven strategies, you will enhance your selling techniques, improve customer engagement, and achieve consistent sales success.

DO'S AND DON'TS FOR CLOSERS

A large, abstract red graphic consisting of several overlapping triangles and polygons, creating a jagged, mountain-like shape that spans across the middle of the page.

1. DO BELIEVE IN YOUR ABILITY TO SUCCEED

Cultivate a positive mindset. Your confidence in your ability to close sales is foundational to your success.

2. DO CONTINUE TO LEARN AND ADAPT

Commit to lifelong learning to keep up with evolving sales strategies and industry changes. Utilize resources like books, podcasts, and seminars.

3. DO WRITE DOWN YOUR GOALS

Clearly articulate your short-term and long-term objectives. Regularly review and adjust your goals to keep yourself accountable and motivated.

4. DO MAINTAIN A DISCIPLINED MORNING ROUTINE

Start your day with activities that energize and focus you, such as exercise, meditation, or planning your tasks.

5. DO USE ENTHUSIASM

Inject passion and energy into your presentations. Your enthusiasm for the product or service can transform an average pitch into a persuasive one.

6. DO LISTEN MORE THAN YOU TALK

Engage in active listening to truly understand customer needs, allowing for more tailored and effective solutions.

7. DO REGULARLY PRACTICE YOUR PRESENTATION

Refine your pitch to ensure clarity and impact. A well-practiced presentation comes across as professional and confident.

8. DO MAKE YOUR CUSTOMER FEEL SPECIAL

Personalize your interactions to make each customer feel valued and respected. This approach fosters trust and loyalty.

9. DO BE A TEAM PLAYER

Support your colleagues, share knowledge, and celebrate their successes. A collaborative environment enhances individual and group performance.

10. DON'T SELL FOR COMMISSION ALONE

Prioritize the needs of the customer over immediate financial gains. When you focus on genuinely helping the customer, the commission will naturally follow.

11. DO INCLUDE SIGNIFICANT OTHERS IN DISCUSSIONS

Engage all decision-makers in the conversation. Involving partners, especially in financial decisions, is crucial for consensus and closure.

12. DO UNDERSTAND THAT 'NO' IS NOT THE END

Approach each rejection as a learning opportunity. Persistence and resilience are key qualities of a successful closer.

13. DO RECOGNIZE AND ALLEVIATE BUYING FEARS

Address customer apprehensions directly and confidently to facilitate a more comfortable decision-making process.

14. DON'T PRE-QUALIFY PROSPECTS

Avoid assumptions based on outward appearances or initial impressions. Treat every lead as a potential sale.

15. DO NOT BELIEVE IN BE-BACKS

Emphasize the importance of making decisions in the moment. Relying on future promises often leads to missed opportunities.

16. DO BE TRANSPARENT AND ETHICAL

Operate with honesty and integrity. Building trust through transparency is essential for lasting business relationships.

17. DON'T UNDERESTIMATE THE POWER OF A POSITIVE WORKSPACE

Create a work environment that encourages creativity, positivity, and productivity.

18. DO UTILIZE TECHNOLOGY TO ENHANCE EFFICIENCY

Leverage modern tools and software to streamline your sales processes and improve customer interactions.



MENTALLY GEARING UP FOR THE FIELD

Setting yourself up for success in one-call close sales starts with a robust morning routine that engages your mind, body, and spirit, ensuring you're primed for the day's challenges. Here's how you can build a morning routine that fosters a positive belief system and prepares you for peak performance:

Dynamic Start

Begin your day with physical activity - be it yoga, a brisk walk, or a workout session. This not only energizes your body but also clears your mind, setting a positive tone for the day.

Thermal Therapy

Incorporate sauna sessions or cold plunges into your routine. These practices boost circulation, enhance recovery, and can improve mental sharpness and resilience a perfect combo to kickstart your day with vitality.

Mental Clarity Through Meditation

Include meditation or deep-breathing exercises to center your thoughts and cultivate focus. This practice helps in reducing stress and enhancing your ability to remain calm and collected during sales presentations.

Journaling & Goal Setting

Spend time journaling your thoughts and outlining your goals for the day. This not only serves as a mental checkpoint but also reinforces your objectives and commitment. Detail what you aim to achieve, breaking down larger goals into manageable tasks.



Positive Affirmations

Engage in positive affirmations that reinforce your self-belief and capabilities. Remind yourself of your skills, your past successes, and your unique qualities that make you a formidable salesperson.

Nutritional Fuel

Don't overlook the importance of a nutritious breakfast. Fueling your body with the right foods can boost your energy levels and concentration, crucial for maintaining stamina through a day of sales.

Continuous Learning

Dedicate time each morning to read or listen to motivational content that aligns with your sales goals. Whether it's a chapter from a sales strategy book, a podcast, or articles on market trends, continuous learning keeps you informed and inspired.

Visualization

Spend a few minutes visualizing successful interactions and closed deals. Imagine handling objections with ease and leaving your clients satisfied. Visualization is a powerful tool in manifesting success and can dramatically boost your confidence.

By nurturing your mind, body, and spirit each morning, you establish a foundation of positivity and resilience. This comprehensive approach not only prepares you to meet the physical demands of sales, but also ensures you carry a mindset equipped to handle challenges and seize opportunities. At OCCA, we advocate for a holistic preparation strategy that turns potential into performance

PREPARATION: THE KEY TO CONFIDENCE IN SALES

Building on the foundation of robust mental and physical preparation, it's crucial to equip yourself with comprehensive readiness for fieldwork in one call close sales. Your preparation should be thorough, ensuring you are ready for any situation you might encounter. Here's how to approach your preparation effectively:

IN-DEPTH PRODUCT KNOWLEDGE

Master every detail about the products or services you're selling. Understand each feature, benefit, and any potential drawbacks. This profound knowledge not only enhances your confidence but also conveys expertise and reliability to your clients, fostering trust.

DAILY GOAL SETTING

Incorporate goal setting into your daily routine. By setting clear, achievable goals each day, you create a focused and purpose-driven mindset that directly contributes to your sales effectiveness.

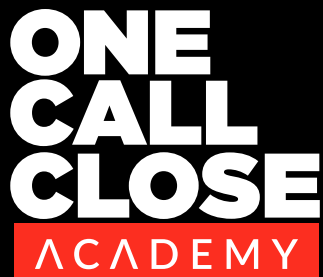
ROLE-PLAYING PRACTICE

Engage regularly in role-playing exercises with your peers. This method helps you anticipate various customer reactions and objections, enhancing your adaptability and improving your conversational skills.

SALES TOOLKIT INSPECTION

Ensure that all your sales materials, from brochures to digital tools, are up-to-date and in excellent condition. Having these materials at the ready allows for smooth, professional presentations that can adapt to any sales situation.

By integrating these preparation strategies, you not only boost your confidence but also your performance in the field. These steps make sure you're not just reacting to opportunities but actively mastering the sales process, leading to more consistent success and customer satisfaction.



HOME INSPECTION FORM

ROOF

Customer: _____

Date: _____

ROOF

How long have you owned the home? _____

How old is your roof? _____

How many Layers Currently? _____

Last time re-roofed and why? _____

Water intrusion in Attic? _____

Interested in color Change? Y/N What Color? _____

When was your last termite inspection? _____

Do you have any concerns with your roof? _____

ATTIC

When was the last time you had an attic inspection?

Do you have any insulation? If so, how much?

GUTTERS

Do you have a gutter system?

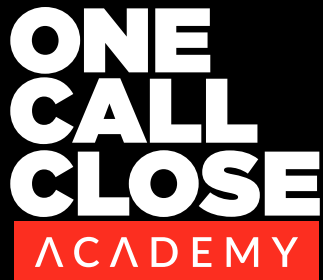
When is the last time you had your gutter system checked?

SOLAR

Any Solar Panels on the Roof? Y/N

Interested In Solar? Y/N

Average monthly bill?



HOME INSPECTION FORM

ROOF

PRODUCTS LEFT TO DO:

- Gutters
- Exterior Paint
- Pavers / Turf
- Solar
- Windows
- Insulation
- Patio Cover

A large grid area for taking notes or recording inspection details.

HOME INSPECTION FORM
**EXTERIOR
PAINT**

Customer: _____

Date: _____

GENERAL

How long have you owned the home? _____

When was the last time you painted? _____

Do you want to change the color or keep it the same?

What do you like most about your home's exterior?

What do you dislike the most?

HOME INSPECTION FORM
EXTERIOR
PAINT

STUCCO

Do you have any damaged stucco on the house? If so, where?

Have you tried to patch the stucco already?

Who did you use, how does it look, and how long did it last?

Are there any areas where dirt and grass make direct contact with stucco?

How often are those areas watered?

Are any sprinkler heads buried near the house itself? How often do they run them?

Are there any areas where paint is chipping or peeling?

Any cracks in the stucco (vertical stud cracks, horizontal foundation cracks, window/door cracks, etc).

HOME INSPECTION FORM
EXTERIOR
PAINT

WOOD

Do you have any wood rot on the house? If so, where?

Have they attempted to fix it in the past?

Who did you use, how does it look, and how long did it last?

Are there any areas where paint is chipping or peeling?

What is the condition of the wood underneath those areas?

Do the eves show evidence of mold? _____

On a scale of 1-10, how severe is it? _____

Does anyone in the family have breathing issues?

HOME INSPECTION FORM
EXTERIOR
PAINT

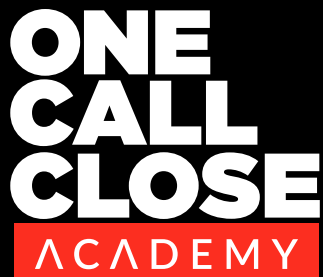
TERMITES

What is the home's history with termites?

When was the house tented last?

When is the last time the homeowner had a termite inspection?

**Is the affected wood structural (i.e. rafters) or
can it be replaced easily (fascia).**



HOME INSPECTION FORM

EXTERIOR PAINT

PRODUCTS LEFT TO DO:

Gutters

Exterior Paint

Pavers / Turf

Solar

Windows

Insulation

Patio Cover

A large grid area for notes or additional information, consisting of a white background with a light gray grid pattern.

SELLING YOUR COMPANY



Differentiating and Educating

In one-call close scenarios, selling your company effectively involves more than just highlighting its strengths. It's about educating your customer on the industry standards, discussing common pitfalls, and clearly differentiating your company from the competition. Here's a refined approach to make your presentation impactful and balanced.



Highlight Your Company's Unique Advantages

Once you've established a baseline understanding of the industry, pivot to what makes your company different. Highlight specific ways in which your company addresses these common issues - be it through superior craftsmanship, better materials, more reliable customer service, or ethical business practices.



Educate on Industry Standards

Begin by educating the prospect about the general standards and practices within your industry. Discuss common issues or "horror stories" customers might face with less reputable providers. This sets the stage for a deeper appreciation of what sets your company apart.



Showcase Credentials and Achievements

Bring attention to any awards, certifications, or recognitions that your company has earned. Link these accolades directly to how they benefit the customer, reinforcing your company's commitment to excellence and reliability.

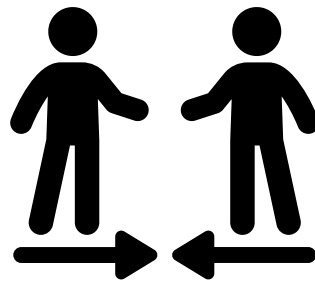


Use Success Stories to Build Credibility

Share success stories and testimonials that relate to the concerns you've just discussed. This not only shows that your company can back up its claims but also builds emotional reassurance and trust with the prospect.

Engage with Interactive Questions

Instead of delivering a monologue about your company's greatness, engage the customer with interactive questions. After explaining how your company differs from typical industry pitfalls, ask a tie-down question like, "Knowing these common issues, how important is it for you to choose a company that actively avoids these problems?"



Discuss Support and Infrastructure

Explain the robust support structure your company offers, making sure to relate it back to avoiding common industry failures. Highlight your quick response times, customer service policies, and any after-service support plans that ensure ongoing satisfaction.

By focusing on education and differentiation, and actively engaging the customer in the conversation, you create a compelling narrative that not only sells your company but also positions you as a trusted advisor in the decision-making process. This approach not only sets you apart but also helps the customer feel informed and confident in their choice to go with your company.

MASTERING THE PRODUCT DEMONSTRATION : ENGAGE, EDUCATE, AND EXCITE

The product demonstration is a pivotal moment in one-call close sales, particularly in the home improvement industry. It's not just about showing off a product; it's about making the product relatable to the customer's needs and demonstrating its impact on their life. Here's how to structure a product demonstration that not only informs but also engages and excites the customer :

START WITH CUSTOMER NEEDS

Begin the demonstration by referencing specific needs or problems the customer has expressed. This shows that your presentation is tailored and relevant, not just a generic pitch.

DEMONSTRATE FEATURES AND BENEFITS

Clearly articulate how each feature of the product addresses their specific concerns. Use simple, relatable language to explain technical aspects and focus on benefits that enhance comfort, convenience, safety, or aesthetics.

USE VISUALS AND HANDS-ON DEMONSTRATIONS

Whenever possible, use physical samples or interactive demos. Letting customers touch and interact with the product can make a significant impact. Show before and-after scenarios through digital visuals or physical components to illustrate the tangible changes they can expect.

ADDRESS COMMON CONCERNS PROACTIVELY

During your demonstration, anticipate and address common objections or concerns. For example, if cost is a typical concern, demonstrate the long-term savings or value proposition before the customer brings it up.

INCORPORATE SUCCESS STORIES

Just as with selling your company, integrating success stories into your product demo can validate your claims. Share brief case studies or testimonials that highlight the product's effectiveness and customer satisfaction.

ENGAGE WITH QUESTIONS

Throughout the demo, ask questions that prompt the customer to think about the application of the product in their own home. For instance, "Can you see how this feature would make maintenance easier for you?" or "Do you think this design would complement your living room?"

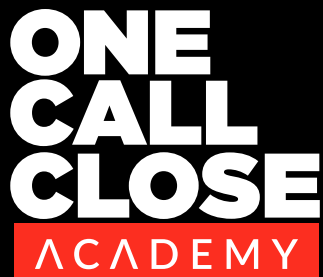
SUMMARIZE WITH A STRONG CLOSE

Conclude your demonstration by summarizing the key benefits tailored to the customer's expressed needs. Encourage immediate feedback and be ready to discuss the next steps, reinforcing the ease and benefits of making a decision today.

USE TIE-DOWN QUESTIONS

To ensure the customer is with you throughout the demo, use tie-down questions after explaining key features. For example, "Doesn't this feature simplify your current maintenance routine?"

By conducting a dynamic and responsive product demonstration, you not only showcase the product effectively but also create a connection between the product's features and the customer's lifestyle needs. This approach not only educates but also builds excitement and confidence in the purchase, paving the way for a successful close.



SALES GOALS & TRACKING

Number of leads ran: _____

Number of leads pitched: _____

Number of leads Closed: _____

Pitch %: _____ Closing %: _____

Average Sale Amount \$: _____

Average Commission \$: _____

What are you pacing for the year (Total commission amount) \$:

Where do you want to be \$: _____

WHAT DO YOU NEED TO DO TO HIT YOUR GOAL:
