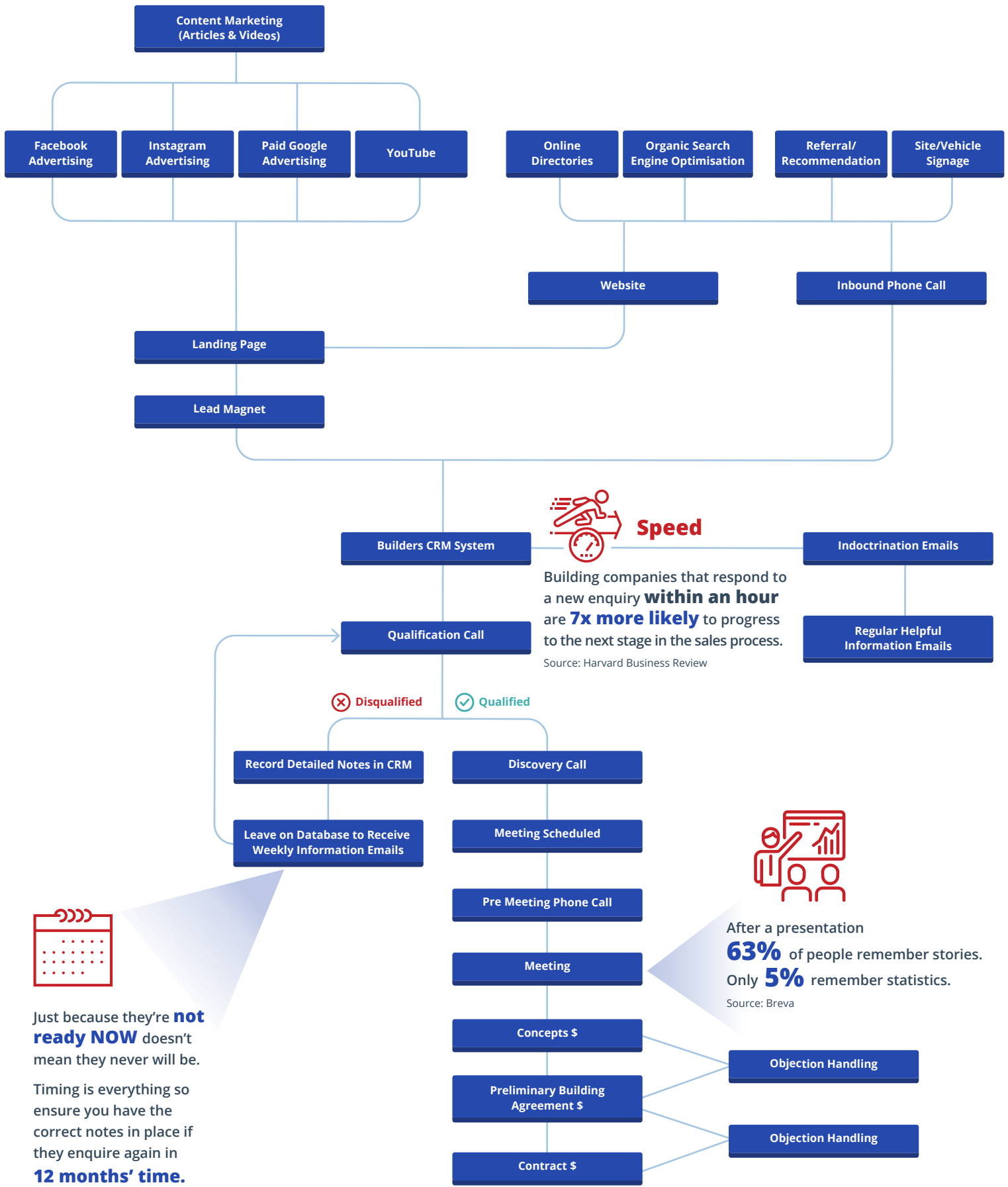


THE PROVEN SALES BLUEPRINT FOR A BUILDING COMPANY



Just because they're **not ready NOW** doesn't mean they never will be. Timing is everything so ensure you have the correct notes in place if they enquire again in **12 months' time**.

Only aim to convert **50%** of your preliminary building agreements into building contracts.

Why? Supply & Demand

You need to create more demand than supply so you can stay in control of your sales funnel and become 'overbooked'. This is how builders have work lined up for over a year in advance.



50% of buyers choose the company that **responds first**.
Source: insidesales.com

The most successful building companies do **most of their business on Saturdays**.

Remember the 100:1 Ratio

- 100** Leads
- 20** Conversations
- 10** Qualified Opportunities
- 3** Concept Agreements
- 2** Preliminary Building Agreement
- 1** Contract

Professional Builder Checklist

- Use **Phone Scripts**
- Use **Paid Advertising Strategies**
- Keep **Detailed Records** Of Every Interaction & Phone Call
- Work On **'Appointments Only'**
- Have Availability On **Weekends**
- Respond **Immediately** To New Enquiries
- Follow The Proven **Sales Process**
- Avoid 'Selling', Instead Focus On **'Helping'**