

# Vinyl Fence

# Tip

Practical and Proven Ways to Sell More Vinyl Fences

*From your friends at National Vinyl Products*

## How to get improve your closing rates



What would happen to your bottom line if you improved your closing rate by only 1%? 5%? Or 10% or more?

The difference between a good and great salesperson is in the details. Of course, the buyer chooses whether to buy or not. However, the words you use and the attitude you project can be the difference between closing the sale or not.

Here are some ideas for boosting your closing rates:

### **Create a sales script**

It does not matter if you are new to the fencing business or a seasoned pro. The best salespeople (the ones with the highest closing rates) stick to a script that matches their personality.

Selling is like acting. You are an actor; your showroom is your stage. The greatest actors always follow a script. They do not wing it. They know that words sell.

When it comes to selling a fence, the super salespeople craft their words and presentation. They practice their script until it naturally flows. Of course, you do not want to sound scripted. But the master salespeople follow a script that sounds natural.

Write down phrases you know that work. Listen to other salespeople and borrow their words. More importantly, design a series of well-worded questions that guide the prospect to sign on the dotted line.

### **Use the right words**

The right words lead to the right reactions. When you talk to prospects, plan ahead which words you will use and when.

For example, if the sale is not going the right way, use the phrase “help me out here” to get the dialogue back on track again.

Avoid industry jargon. If you use words the prospect does not understand, you will lose their interest and the sale.

Avoid sentences like “To be totally honest with you...” which says you are lying or hiding information.

### **Ask only one question at a time**

And try to ask them in the right order. When you pepper the prospect with too many questions, you muddle their mind. Do not combine questions. Ask one question; wait for an answer.

### **Dig for the real answer**

Sometimes the prospect’s words do not reflect their true answer. If you sense there is some deeper meaning to their response, ask clarifying questions.

Remember Lloyd Christmas in the movie “Dumb and Dumber” when he asked the clarifying question: “So you’re telling me...” Use that phrase (So you’re telling me) to get to the heart of the matter.

### **Mix up your questions**

Ask open-ended questions. Ask yes-no question. If you ask a yes-no question, follow up with an open-ended question. But do not turn it into an interrogation; keep it a friendly dialogue.

### **Ask more than you present**

Of course, you know your stuff. You know your product. You know your installation procedures. You know your guarantees. You know about city regulations.

But you do not know your prospect. Yet. You may think you do. But you don't. The only way to get to know their needs is by asking great questions. Then listen.

### **Do not ignore their questions**

Do not brush off their questions. They are sniffing you out. They want to trust you. When you answer their questions, it shows you are actively listening to the conversation. If a prospect asks a question, sometimes the best response is to ask another clarifying question.

### **Do not talk price first**

Beware of the prospect who calls you up and asks for a blind quote. A "blind quote" is when you give a quote without establishing value. You have options when someone asks for a blind quote. One, give them a very low and very high range. Two, offer to come visit them so you can give them an accurate quote.

Three, come with a phrase such as: "I wish I could give you a price over the phone. It would make my job so much easier and it would save me a lot of time and work! But we are talking about fence that will last not just years, but decades. I would be doing you a big disservice if I gave you a price before assessing your needs. "I am like a doctor of fencing. First, I diagnose. Second, I prescribe. To do anything different would be fencing malpractice. Would you mind if I asked you a few questions and then give you a price?"

### **Take control**

Do you remember "Frogger" the arcade game? The object of the game was for the frog to cross the road. Selling a fence is the same thing. Your goal is to get to the sale without being "blindsided" by unforeseen objections. You do this by asking questions. You will always remain in control of the sales presentation if you ask questions. The person who asks the questions is in control of the dialogue, don't you agree?

### **Show and tell value**

Prospects get tired of hearing about your features. They are asking one question: What's in it for me? Features are the good things about your products and services. Benefits are what those features can personally do for the prospect. Turn every feature into a benefit. An easy way to do that is to add this phrase after every feature: "What this means to you is..."

### **Get to know them**

It is difficult to turn features into benefits until you know what benefits are important to your prospect. When you meet with a prospect, consider creating a fill-in-the-blank prospect sheet. That way, you will not forget anything. Ask questions. Ask more questions. Get them talking about themselves. Act like a poker player. The good poker players learn the "tells" of the other players. It is the same when selling a fence. Watch for the "tells" of your prospects.

Examples of tells: Do they have children? Then safety might be a factor. Do they have several big dogs? Then a privacy fence may be what they need. You get the picture. Look for the tells. Pay attention.

### **Listen more than you talk**

Most salespeople are like Donkey in the movie "Shrek." The salesperson needs to shut their mouth and let the prospect do most of the talking. The longer the prospect talks and the more the prospect talks without interruption, the more likely you are to close the sale.

### **Interrupt them politely**

If a prospect rambles on, politely interrupt them and ask follow-up questions. It is okay to break their speech. It shows you are listening and paying attention. When you listen and ask clarifying questions, you are uncovering the prospect's desires and pain points and finding out what fence solution will help them the most.

### **Know your product**

Know the pros and cons of all fencing options: vinyl, chain link, wood, rock, etc. When you know your product, you can help the customers make better buying decision. Prospects know when you don't know your stuff. Be the fencing expert.

### **Do your homework**

If possible, get to know your prospect before you meet with them. Use Facebook and other social media. Check them out. Get to know them.

### **Do not pitch prematurely**

Prospects do not care about what you are selling. They care about how you can solve their fencing needs. Instead of focusing on your offerings up front, give 100% of your attention on your prospect's needs and wants..

### **Discover their most pressing needs**

Do not assume you know why they want a fence. Learn about their past fences. Get into their life to help the prospect justify making an investment in you.

### **Invite all decision makers**

As soon as you hear your prospect say, "Well, I need to talk about this fence with so and so," you are in trouble. Prevent that by finding out early on who is involved in the decision-making process.

### **Continue to learn and train**

Become a master salesperson. Take courses. Invite consultants to train you. Hire mystery shoppers. Go to seminars. Shop your competition. Buy books. Listen to podcasts and lectures. Learn how to hone your craft. Without customers, your business dies.

When it comes to sales, you want Kaizen. This is a Japanese business philosophy of continuous improvement of working practices, personal efficiency, etc. Find those areas for improvement and watch your closing rates soar.



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