

Vinyl Fence *Tip*

Practical and Proven Ways to Sell More Vinyl Fences

From your friends at National Vinyl Products

How to give better home presentations



Phase #1: BEFORE YOU ARRIVE...

Set and confirm the appointment

Setting up an exact time shows you value your time and their time. Call, email and/or text so you do not waste their time or yours.

Drive in style

People judge you by the vehicle you drive. Make sure it is clean and has your logo on it.

Pre-screen the prospect

Find out as much as you can before you arrive. For example: What is the age of the house? What kind of fence do they have? Where did they get their fence in the past? What kind of fence do they want? How many kids do they have? What kind of pets? And most importantly, what is their budget?



Dress like a professional

At a minimum, have your logo on your shirt. Remove your hat when entering the home.



Phase #2: When YOU ARRIVE...

Show up on time

There are only a few justifiable reasons for arriving late or not showing up. Allow for Murphy's Law.

Meet with the decision makers

Meet face to face with the person who writes the check. But be nice to the teenage kid who answers the door.

Wear booties

It shows you care. Do not ask permission to put on your booties; just put them on while standing on the porch.

Put on a name tag

Memorize their name, but do not expect them to memorize yours. A name tag prevents embarrassment.

Give them your business card

Immediately. And make sure the business card is accurate, without hand-written corrections.

Show you care

Your body language, your tone of voice and the words that you use show you care about their needs and wants.

Phase #3: DURING YOUR VISIT...

Use a clipboard when taking notes

A clipboard makes you look like a "doctor" of fencing. Plus, it is easy to carry with when you walk the property. Take lots of notes.

Ask relevant questions

Do not annoy them with questions you should already know (telephone, address, etc.)

Walk the property

Take measurements so you can give an accurate quote. Plus, it lets you see any installation problems such as rocky soil, slopes, obstacles, etc.

Show, don't tell

Show pictures of colors, textures and finished fences. Better yet, bring samples.

Make buying easy

Guide them. Act as if they know nothing about the process of buying a fence. Turn it into an easy, step-by-step buying process.

Talk about money

Depending on your sales approach, give them either a rough estimate or a firm quote...on the spot.

Give quotes in writing

Memories are short, especially when it comes to money.

Use a laptop or NCR form

It shows that your pricing formulas are exact and almost scientific. An NCR is a no-carbon-required paper. It allows you to keep the original and give a copy to the prospect.



Get a commitment

Ask them to take the relationship to the next level. That does not always mean being pushy. But you want them to continue to say "yes" until they buy.

Make a promise

Show that you can make and keep promises. Your promise can be getting them a more accurate quote, a different fence sample, etc.

Phase #4: WHEN YOU LEAVE...

Ask for referrals

Ask: do you know of anyone else who is thinking of installing a fence this year?

Leave behind your brochure

A printed brochure evokes a different kind of trust than your website.

Leave gifts

Give them a customized pen, magnet, note pad, or a treat for the dog—anything to help them remember you.

Send a thank you note

Even if you do not get the job.

Follow up

Do not follow up just once. Follow up until they "buy or die." Well, not die. But until they ask you to stop contacting them or until they buy.

Follow up right away

Most homeowners are ready to make a decision quickly—sometimes within days.



If you have questions about this newsletter or marketing in general, e-mail NVP's marketing expert: marketing@nvpfence.com.

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