

# Handling Ball-parkers and other price seeking questions

Concrete Coatings of the South/Rob Baker

Here's some hopefully helpful information about handling price inquiries:

**BEGIN** with the end in mind - what is the desired outcome for all initial interactions (leads)? **To book an in-home visit.**

**PLAN** a *consistent* strategy to handle inbound & outbound calls, trade show and digital inquiries

**COMMIT** to following your plan; don't let the fear of losing a prospect take you off your game plan. A prospect/lead that is unwilling to engage with you in a mutually agreeable manner will not likely turn into a customer anyway.

**PRACTICE** why not get good at something this important? After marketing, it is the first step in the sales process. With mastery, it sets the stage for the rest of the sales cycle. Without it, you may never get to the front door.

**LEARN/EMBRACE** the skill of asking questions rather than making statements – Remember...

## ***“Telling is not selling.”***

**ALIGN, ASK, ASK SOME MORE, EXPLAIN, BOOK** in-home visits that are not inside ballparks.

Regardless of the phrasing or the source, all initial inquiries are the same....***I WOULD LIKE TO KNOW MORE ABOUT YOUR PRODUCT, YOUR PROCESS, YOUR PEOPLE.*** Disregard the specifics; recognize the interest.

“how much is this a square foot? -- can you just give me a rough idea of cost? -- what happens if I bathe in topcoat?  
will this stuff work on a sidewalk? -- can I use this to turn my dead cat into a garden statuary?”

**ALIGN** – this takes on different formats in different situations, but usually goes something this:

“Thank you for calling (messaging) (inquiring) (stopping by our booth), We're happy to help you....”

**ASK** – Have a question ready that is CREDIBLE AND LOGICAL AND FACT-FINDING.

“is this for a garage? -- what's the age of the concrete? -- do you know the moisture content of the concrete?  
what coatings have you used before? -- are you familiar with Penntek coatings?”

**ASK some more** – The ball is squarely in your court; ask more *logical* questions to understand their need or want and then explain the nature and value of the visit. You can usually uncover lots of useful stuff like spouse's name and interest level, employment, general age demographic.

**EXPLAIN-** The nature and value of the visit. They will get an exact quote not an estimate. There is no obligation to buy and no charge for the visit. They will get to see all the options in person. They will get an education on the type coatings in the marketplace. Use a transition phrase like....

“thanks for explaining, what we suggest is... **OR** from what you're telling me, we suggest...” **OR** “Let's do this...”

**BOOK** – “do you prefer mornings, afternoons or evenings?” - “we could see you this Thursday at 10am, how's that sound?” - “alright, Jim, what's your last name?” - “street address?” - “and what is Mrs. Jones' name?”

## ***Happy Selling!***

“Nothing sells like the truth and nothing lasts like the real thing.” Donna Plants (mom)

“Get out of judgement and get into curiosity.” Mike Taylor (employee's father)

“Never stop building.” Jim Felton (mentor aka the Southern Gentleman)