

## PRQ Exteriors & University of Wyoming Sales Competition

### Your Role as a Sales Rep:

- Primary Focus: Generating new leads, conducting roof inspections for hail damage, assisting customers in filing insurance claims, and securing contracts to become their claims professional for roof replacement.
- KPIs: Focus on inspections where damage is found, and successful filing of claims with contracts signed.
- Approach: Adopting a door-to-door strategy, aiming to build rapport within neighborhoods, transitioning to a referral-based lead generation model.
- Customer Service Strategy: Leveraging a team-based approach where experts in different stages of the customer journey (account managers, sales reps, claims professionals, quality control, and collection reps) provide specialized support.

### Who PRQ Exteriors Is:

- Identity: A data-driven, customer-centric roofing company established in 2017, focused on redefining industry standards and fostering trust.
- Unique Features and Benefits:
  - A data-driven approach for optimizing operations and customer experience.
  - Successful sales team backed by an unmatched training program.
  - Master Elite contractor status with GAF and a high Google rating.
  - Specialized team approach for a smooth customer experience.
- Company Culture: Emphasizes discipline, continuous improvement, robust systems, open communication, and exceeding expectations.

### Who the Prospect Is:

- Demographic: Homeowners in the Denver Metro area affected by hailstorms.
  - Remember you are knocking door to door and may or may not know the potential customers name.
- Range of Experiences: From those who have never dealt with insurance claims to those with multiple claim experiences.
- Diverse Needs: Includes homeowners planning to move, as well as those in their forever homes, with varying roof ages and warranty statuses.
- Motivations and Concerns:
  - Many are inexperienced with claims and need guidance to navigate the process.
  - Concerns about maintaining home equity and dealing with higher deductibles.
  - Varying attitudes towards quality and legality, from committing insurance fraud to demanding high-quality roofing services.

## PRQ Exteriors & University of Wyoming Sales Competition

### **Sales Rep Mindset and Approach:**

- **Adaptability:** Tailor your approach based on the homeowner's experience with insurance claims and their specific needs and concerns.
- **Educational Focus:** For those new to the claims process, emphasize education and guidance. Explain the process, the importance of quality work, and the implications of insurance fraud.
- **Building Trust:** Establish credibility by discussing PRQ's expertise, success stories, and high standards of service.
- **Data-Driven Insights:** Utilize PRQ's data-driven knowledge to understand patterns in customer behavior and preferences, and apply these insights in your approach.
- **Holistic Service Approach:** Leverage the strengths of PRQ's specialized team to reassure homeowners of comprehensive and expert service throughout the process.
- **Community Impact and Ethics:** Highlight PRQ's commitment to community service and ethical practices, catering to those who value integrity and quality.

## The Door to Door Example Script Used at PRQ Exteriors

### Introduction to the Door to Door Script

Welcome to an integral part of your sales training - the Door to Door Script. This script serves as a foundational tool, a skeleton, if you will, for your sales conversations. It's crucial to understand that while this script is a guide, it is not a rigid pathway that you must follow verbatim. Instead, think of it as a map that helps you navigate through the sales conversation, allowing you to be both structured and flexible.

### Mastering the Script for Conversational Flow

Our expectation is not for you to memorize and recite this script word for word. Instead, we encourage you to master it to the extent that you understand its flow and purpose. This understanding will enable you to move in and out of the script seamlessly, making your interactions with customers feel natural and conversational.

### The Path of the Script: Guiding Your Sale

The script outlines a path - a journey of the correct sale. Each point in the script is a stepping stone towards successfully closing a deal. It's important to hit these necessary points as deviating from them can lead to missed opportunities and potential pitfalls in the sales process.

### Learning and Adapting

As you embark on this journey of learning and using the script, remember that it is a tool to enhance your selling skills. The more you understand it, the more effectively you can use it to have engaging, persuasive, and successful sales conversations. We encourage you to dive into the script, familiarize yourself with its nuances, and use it as a springboard to develop your unique selling style.

### Intro At the Door

- Hi, how are you!? I'm \_\_\_\_\_.

*Offering a handshake is encouraged. Wait for HO to introduce themselves, as well*

- I actually just left your neighbor Peggy's house after helping her \_\_\_\_\_. I noticed your roof might be in a similar situation as Peggy's.

## PRQ Exteriors & University of Wyoming Sales Competition

- I'm curious how the insurance process has been for you...?
- Oh ok, so we are actually repairing a lot of roofs in this area due to the hail storm that happened this summer. When was the last time someone looked at your roof?
- We're replacing and inspecting a lot of roofs around here. Some have damage, some don't. It's impossible to know the condition of your roof without an inspection. Would you be opposed to having me hop up and take a look? I'll take some pictures while I'm up there and give you a report on the condition. Then you can make the decision on what to do from there.
- Great. While I'm up there, I'm going to send you an inspection report that lets you know what I am seeing. What is a good email and phone number to send that to?
- Perfect, my ladder's in my truck. I'll be right back. The inspection will only take a few minutes. If I find any damage, we can review the photos when I'm done.

### Framing The Photos of their Roof

- Alright [Customer], where would be a good spot we can sit down inside to review the photos so that you're comfortable?
  - (Customer Objects)
  - It would help to go inside so we can avoid glare on my screen. It's important you see everything.

*Never tell the customer their roof is damaged. Get inside first. Once you start showing them the photos, let the homeowner tell you their roof is damaged.*

- Hey [Customer], now that I got those photos of your roof, before I show them to you I just want to explain 3 things, ok?
  - #1 - What we look for and what hail damage is
  - #2 - Why insurance covers it
  - #3 - Why homeowners just like you decide to do something about it

Key Transition:

- Now would you like to see what your roof looks like?

### Presenting the Photos

*Queue up a photo of a hail hit on the roof, show it to the customer and ask the following*

- [Customer], do you see what I see? - "yes" - What is it that you see? - Customer describes hail - Exactly, these are impacts from the hail that hit your roof.
- That leads us to #2: Why insurance covers it - A roof is the most expensive maintenance item on a home and the lifespan of the roof is compromised by hail damage. The average roof cost in this neighborhood is about \$25,000 and lasts about 20 years, but after being

## PRQ Exteriors & University of Wyoming Sales Competition

damaged by hail its lifespan decreases. Insurance companies cover this because their policyholders have incurred a financial loss.

- This finally leads to #3: What you should do about it - Policyholders are generally allowed 1 year from the date of loss to make repairs covered by insurance. All the customers that we've worked with around here filed a claim because they understood that if they didn't take action, they would have had to replace their roofs for \$30 - \$40 thousand AND earlier than if it didn't have hail damage.
- Does all of that make sense to you?

Key Transition:

- Ok good, so now that you've seen the condition of your roof would you like to know how I can help you?
- Ok first, do you know how much your deductible is?
- Got it, so \$X,XXX is way better than [\$30,000] out of pocket, right?

### Explaining Our Process

- Great, so generally when my customers call to have us come look at their roof and we find hail damage similar to what you have, I usually sit down with them to help them file the insurance claim.
- Have you ever filed an insurance claim before?
- It's really important to get the claims process started on the right foot. So I make sure insurance gets all the accurate information like the date of loss, what kind of damage I found, how much damage there is, etc.
- From there, the insurance schedules an adjuster meeting. My customers don't need to be there for that although sometimes they choose to be present. My supervisor is present at all adjustments. He makes sure insurance is seeing all the same things we saw and helps ensure you get coverage for everything that was damaged.
- So, the homeowners we work with, if we don't get them approved we don't earn their business.
- If we do get them approved we just ask that we become the contractor of choice, obviously.
- And then lastly, we guarantee that the ONLY out-of-pocket cost to you is your deductible.
- Does all that make sense?
- Do you have any questions?

### Getting the Signature

- Awesome, the last thing I want to go over with you is our agreement.
- *Turn agreement toward them*
- There are basically 3 parts to our agreement which refer back to what I just mentioned.

## PRQ Exteriors & University of Wyoming Sales Competition

- The 1st part is if we are UNABLE to get your roof approved by insurance you are not bound to us in any way. The agreement becomes NULL AND VOID.
- 2nd, if insurance DOES approve your roof, this agreement just states that we will be your contractor of choice. We put a lot of time, effort, and expertise into getting your roof approved fairly. We just like to know that we will be doing the work when we give it our all.
- And last is pricing. This agreement states that our final invoice will match the final estimate approved by your insurance. This guarantees your only out-of-pocket expense will be your deductible.
- Do you have any questions for me?
- Again, does all that make sense to you?
- Ok, I just need your signature right here.

### **File the Claim**

- Great, so the next step would be to file a claim. It usually takes about 10 -15 minutes. I'll get [insurance] on the phone now.
- We'll put them on speakerphone so we can both join in.

## Round 1 Case Information

*You will have 15 minutes for round 1*

In Round One of your training, which focuses on "At the Door Objections," you will encounter a variety of typical objections from homeowners. This round is crucial in developing your skills in empathetic listening and tailored response strategies. Each objection, ranging from misconceptions about new roofs to financial concerns about deductibles, is an opportunity for you to demonstrate your expertise and the value of your service. You'll learn how to approach each objection not as a barrier but as a key to engage in meaningful conversations, building trust and guiding homeowners from skepticism to informed decision-making. This phase of training will equip you with the necessary skills to handle objections effectively, paving the way for successful sales interactions.

The provided objections, such as "My roof is new," "I am not interested," and others, present real-world challenges that you will likely face in door-to-door sales scenarios. Each objection requires a unique approach, combining situation assessment, problem identification, and need-payoff discussions. By understanding the homeowner's perspective and addressing their specific concerns, you can guide them to recognize the value and necessity of the service you're offering. This part of the training is designed to help you develop a deeper understanding of customer needs and the art of converting objections into opportunities for demonstrating the benefits of timely and professional roof maintenance and repair.

### The "At the Door Objections"

#### Handling Customer Objections: An Essential Skill in Door-to-Door Sales

In the realm of door-to-door sales, encountering objections is a common and expected part of the process. Each objection, whether it's about a seemingly new roof, a lack of interest, personal assessment of the situation, underestimating weather impact, or financial concerns, represents an opportunity for you to demonstrate your expertise and the value of your service.

To navigate these objections effectively, it's essential to adopt a mindset of empathy and active listening. Understand that each homeowner's concern is valid and requires a thoughtful, tailored response. Approach each objection not as a hurdle to overcome, but as a chance to engage in a meaningful conversation, helping the homeowner see the benefits and solutions you offer.

Here are some examples on another way to look at overcoming objections:

["End-All" Objection Handling Formula For Roofing Sales \(Both Storm & Retail\)](#)

## PRQ Exteriors & University of Wyoming Sales Competition

Side Note: While it may seem appealing to promote the roof inspection as "free," it's important to consider the nuances of this approach. There's a valuable perspective offered in a video linked below, which provides insights into why simply labeling an inspection as free might not be the most effective strategy. This video will help you understand the psychology behind customer decision-making and how to present your services in a way that resonates more effectively with homeowners.

[DON'T Start Your Pitch by Offering a FREE Roof Inspection! PROOF Why and What to do Instead](#)

Extra Credit! (We can't guarantee this is extra credit)

If you want to watch more videos go to [this channel on YouTube](#) and it will help you perform greatly in the sales event!

### **Close/Objective for Round 1: " Permission to Inspect the Roof"**

The primary goal is to effectively handle common homeowner objections at the door, with the dual objective of building trust and securing permission to conduct a roofing inspection. Trainees will practice active listening, situation assessment, and delivering persuasive explanations that underscore the need for a professional roof inspection. Your close is to ask for permission to inspect their roof for your follow-up visit. Be sure to think about what objections the potential customer might have in regard to letting you up on their roof and why they might be hesitant to do that.