

# *Million Dollar Builder*

*Discover the Road Map for optimising  
your Profit, Work-Flow and Cash-Flow  
and Achieving a Seven Figure Net Profit in  
3 years or Less*

*Fast track your your business success with real life,  
Best Practice industry knowledge and strategies from  
the trenches. This book is about raising standards and  
the pursuit of excellence in all areas of your business  
and life*

**Kurt Hegetschweiler**

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*“Most people tiptoe their way  
through life, hoping they make  
it safely to death.”*

**Earl Nightingale**

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# Introduction

Congratulations on making the decision to purchase this book. What you are holding in your hands is a compilation of the very best builder specific business tools and strategies taken from hundreds of top performing builders over many years of hard-earned, real life 'test and measure' in the trenches. Apply these strategies and you will take a huge stride towards optimising the Profit, Work-flow and Cash-Flow for your business.

Some of what you learn in these pages may surprise or even shock you, other ideas might just affirm that you are already on the right track. Either way, regardless of your current level of success, there will be a 'critical distinction' in this book worth a lot of money to you. Of that I am certain.

I have worked as a business coach since 2004 and know a lot of business coaches, some bad, some good, some exceptional. Many business coaches live by the philosophy of telling people the 'what' but not the 'how'. They share limited information with you, leaving you asking more questions than when you started so that you then require their coaching services. I have no such desire, my goal is to give away the farm and share the very best of what I've learnt with you. I have also structured the ideas and strategies in this book with the intention of making it 1) easy for you to understand and 2) quick to implement so that you get an immediate impact on your businesses profit and cash-flow.

If we get to meet and work together down the track, great. If you take everything I share in these pages, implement and achieve results without ever requiring my assistance, good on you. My

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mission while I am still alive is to make quality business education available to as many builders as possible. The Builders Coach Vision is to raise the standards in the building industry through the pursuit of excellence in all areas of business and life whilst also restoring respect to the industry. I am honoured to have you join us on this journey.

Enjoy!

Kurt Hegetschweiler

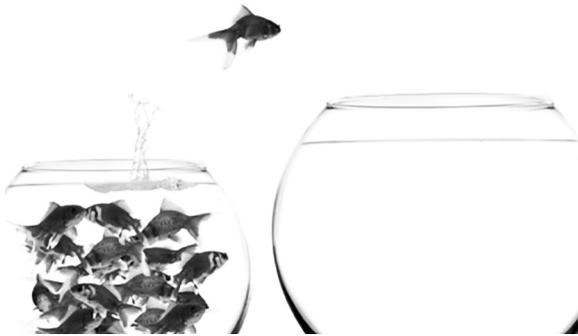
Founder - Builders Coach

# How to use this book

- 1 Content** - No need to read this from front to back. Review the contents page and flick straight to the section most relevant to you and your business needs right now.
- 2 Document Resources** - Each chapter has specific resources, documents, checklists and spreadsheets that you can download from the resource links at the end of each chapter. In most cases, you can use these resources immediately to achieve high impact results with speed for your business.
- 3 Video Resources** - You will also find links to videos elaborating on specific ideas and strategies at the end of each chapter.
- 4 30 Day Challenge** - This book is all about results for you and your business. Complete the 30 Day Challenge at the end of each chapter. Just do it! Make sure you share your results or questions on the Facebook community as outlined below or contact us directly with any specific queries.
- 5 Community** - If seeing is believing then we have a powerful community of pro-active builders ready to share wins and lessons and guide you through the often murky waters of systems implementation. Search 'Builders Unite' on Facebook and request to join the group. Make sure you answer the questions and mention that you purchased this book.

That is as simple and complicated as it gets. The key to your success with this process is taking MASSIVE ACTION, so get stuck in!

# Sales



Let's start by plugging the biggest hole! Hands down, the biggest inefficiency in the building industry is sales. This is very well known. It is not only the biggest inefficiency but also, in my opinion, the number one contributor to the lack of public trust in the building industry right now. The good news is that sales is the one area that if you get right, can completely transform your business. If we look at everything that we cover, sales, and specifically, charging for quotes can be transformative to your business. If you don't already charge for quotes, when you do, it'll completely turn your business on its head.

You might be thinking, "Well, that's great for other builders, but it's impossible for me to charge for quotes." Well then, that's your four-minute mile, which seems absolutely impossible, but I'm here to tell you that someone else has already done it. I've been

teaching builders to charge for quotes for a few years now, and I always come up against resistance. Maybe because you live in a small community, where relationships are long standing, or there's no other builder in your community who charges for quotes, so you don't think you can either.

I've had multiple guys in that scenario. What I'm about to share with you is extremely powerful. Whether you're in an outlying, isolated area, or in a metropolitan area, this will work for you. I'll tell you a story about a builder who was in a training session, in which I talked about this very subject. To his credit, the very next inquiry that came in, he responded to by saying, "I charge for quotes."

The person seeking the quote was from a small coastal town, and sent the builder an email giving a brief overview of the scope of works and asking the builder to quote the job. The builder responded by saying, "Thank you for the opportunity to price this job. Just so you know, we charge \$1,800 to quote." The prospect then wrote an email back, saying, "We have two other builders in the local area, who do this type of work and are prepared to quote for free. Could you please explain why you want to charge us \$1,800?"

The builder then contacted me asking, "What do we do? They want an explanation. What do we say? You're the guy who said we needed to charge for quotes." I said, "Tell them that you charge because you put the highest level of quality and attention into everything you do, including your quotes. Also, you want to make sure that the numbers are accurate and that they aren't left with something that's not going to be in line with what they're actually going to want to spend."

Instead of using my suggested script, this builder took what I said to another level, and gave an even better explanation. You can

use this email response in whole or in part with your prospects, or study it as a script response if you're speaking to someone. The ideal situation is to have the conversation face to face at the first meeting.

Here is the builder's response, *verbatim*.

*Our team at JWD Homes always puts the highest level of quality and attention into everything we do, including tenders. There may be other builders who provide free quotes, but this is usually because they throw a square meter rate at it, and don't go to the effort of producing a bill of quantities or sourcing quotes from suppliers and subcontractors. This practice often leads to unnecessary variation, disappointment, and disputes during construction, not to mention the extension of the construction period, costing you, the client, time and money. We like to provide a personalized, transparent service, with a tender that will give you confidence and certainty that your project will be completed to an exceptional standard, on time and on budget. As you can appreciate, there is a significant amount of time, effort and expertise that goes into the preparation for a detailed tender that is specific to your project. In order to be able to provide this level of service, we require payment of a nominal fee, which includes a consultation with Greg the builder to review who can answer any questions you may have. Please feel free to contact Greg at (phone number), should you wish to further discuss.*

The client's response to this was, "How do we pay? Would you like us to electronically transfer the funds or do you accept a credit card?" The key message here is that unless you do a bill of quantities, a proper breakdown of all the costs associated with a job, and unless you shop it out to the subcontractors and get accurate costs from the suppliers, the vast majority of quotes are

not going to be worth the paper they're written on! If you're going to get five quotes, you may as well get five blank sheets of paper. It's a complete and utter waste of the builder's time, and it doesn't achieve anything.

Too few people are aware of this fact and as builders, we have a responsibility to educate people on the process of achieving an accurate quote or 'cost plan' as early as possible. If we don't, the constantly shifting numbers will continue to erode the little trust left in the building industry. Consistency builds trust, but think about the majority of builders, how many projects turn out in the end, from a cost perspective exactly the same as was laid out at the beginning. Very few; in fact, most projects are at least 40 to 60 percent out on cost. And why? Because builders are chasing their tails, they're too busy, and they're throwing out square meter rates and cutting and pasting quotes which are not worth the paper they're written on.

Imagine you're the client and you're about to spend half million dollars or more on a house. Isn't it worth spending two thousand dollars (lunch money) to get accuracy, certainty, and specificity around the numbers for the peace of mind that it will give you? It's a no brainer.

Once that's properly explained to people, they completely understand the benefit 'to them'. In many cases, we now have clients who are campaigning against builders who offer free quotes, because again, in most cases it is a complete and utter waste of time. In this chapter I'll go into more detail on exactly how you can charge for quotes and other ways that you can introduce charging for quotes to clients in a way that's beneficial to them. Essentially this is what your sales process is all about: A process that helps people understand the specific solution you provide as it relates to their specific needs and wants.

Before we get into it, I want to emphasize that if you use the simple 6 Step Sales Process I'm about to share, it's possible for you to achieve a conversion rate, from quote to contract, as high as 90 percent. Most builders are doing way too many quotes for the number of contracts signed. Again, it's no secret that sales and pricing work is the biggest inefficiency and time-waster in this industry. Most builders find selling a struggle at the best of times. It's not a naturally easy thing to do.

Sales itself is often also seen or looked at as a sleazy thing. The only reason sales or selling has developed a negative connotation in people's minds is because people resent having products or services pushed onto them that they neither need nor want. This is why it's important to make the distinction here: You are not a salesman. You need to see yourself not as a salesperson, but instead a 'solution provider' within a particular area of specialty. Here's another truth, if you have a negative perception around sales, you will struggle to sell. You will end up weirding people out and they will go and buy elsewhere.

Lets stop for a moment and ask an important question; Why is getting a tried and tested sales process in place in your business so important right now? Beyond the glaringly obvious, I don't have to tell you that we have left the industrial age behind and are now living in the information age. People have the ability to share information more easily and faster than ever before. We have the internet in our pockets. People are more educated and are more circumspect when it comes to spending their money. Budgets are often much tighter than they used to be. The last financial crisis is still within living memory. We have this underlying social component where people can share information, not only nationally but globally as well.

These factors create the perfect storm in which you really need to have a process that's going to put you on the front foot. This is about converting at 90 percent. Now, I want to emphasize, before we dive into the specific system for sales, it's really important that you have identified an area of specialty for your business. We'll go into more detail with this in the chapter on marketing.

You may find that during your sales process (if you have one) of responding to an inquiry to the point of converting them to a contract, you get off track. Everything's going great, but then you don't hear back from them, and you feel as though the potential client and job has slipped away. After the fifth or sixth phone call, you make with no response, it starts feeling like you're stalking them. And the reality is, the more you chase, the more they run.

If this is you then what it reflects is a lack of structure, and that's what I want to cover with you next — that specific outcome objective for each step in this sales process. You really need to be the one who controls this process. Otherwise, you're going to be at the mercy of the client's process for selecting a builder. Essentially, sales is you taking the prospect through your process and helping them buy from you, as opposed to them taking you through their process for selecting a builder. The good news is 80 percent of sales is a process, it's not about becoming a salesman. Remember, you're a solution provider.

I'm going to share what's already worked for thousands of builders. This process works. Follow it and you will completely transform not only this part of your business but your entire business as well. We're going to systemize your sales process to free up both time and money and ultimately optimize your profit. You are going to save a lot of time and money whilst increasing your conversion rate, which will put you in a position of power

to choose the type of jobs and clients you want to work with. We are going to look at a specific system for handling the first inquiry, through to when you first meet with the client, whether that's on site at a prospect's job site, in your office, or at a display home. Finally, we will look at what happens in that appointment and how you introduce charging for a quote or using a preliminary agreement.

And at the end of the day, you're going to feel very confident just knowing that you have a process. You will come across to your prospective client as more professional, effective, and efficient. What that means for you is that you will be able to both attract and convert more A-grade clients. You will pick and choose the jobs and clients you want. Most builders don't have that luxury.

**STEP 1:** So cutting to the chase, the golden rule for sales is *qualify, qualify, qualify*. You're a problem solver, but not for everyone. You can't chase every lead and book them like they're A-grade clients because they're not. Now, if you're thinking you can't qualify people because you don't have enough inquiry, then you have a marketing problem, so you want to head to the marketing section in Chapter 4. Ideally, you want an overflowing pipeline of quality inquiries, then your sales process becomes a de-selection process. A de-selection process that cuts away the irrelevant people, or the people whose problems you can't solve. This entire process is just about establishing if someone is the right fit for what you offer.

Now if they're not a fit, that's totally okay. You aren't going to curl up in a ball and start crying. You're just looking to provide the right solution for the right person, and if there is a fit, fantastic. You'll go off and work together, doing amazing things. Based on that, if I had to sum up sales in one word, it would be leadership. The overriding viewpoint as a professional problem solver in your

area of specialty is that you are leading people through a process to establish if there is a fit for what you offer. Now, if you do not come from that point of view, you will lose this game of sales. You will be at the mercy of your client's process for selecting a builder.

When you're first putting your process and principles in place, it may mean that you must get out of your comfort zone. The good news is, if you do, you will eventually become very comfortable. You'll find your rhythm, and going through the sales process will be as simple and smooth as it is for you to build. Again, 80 percent of sales is a process. It's not about becoming a salesman. And you're definitely not becoming a sleazy, slick salesman.

It's really important that the first point of call creates a really strong, positive first impression. I'll give you an example. With my renovation business in Sydney, we had strong marketing systems and processes. We had an overflowing pipeline of inquiry.

We had phone numbers on our site signs, banners, vehicle signage, brochures, flyers, and even our website, that went directly to a virtual message bank, with a professionally recorded message saying, "Thank you for your phone call. Your phone call is very important to us. Please clearly leave your name and your phone number, and we will get back to you within 12 hours." We had a lady in the office checking that message bank three times a day, and she returned calls within two to three hours to the vast majority of people.

That's what I mean by starting strong: under-promise, over-deliver. Let's face it, when you call a business and the call isn't answered, generally it doesn't make you angry, right? What makes you angry is when their voicemail message says, "I'll get back to you," but they don't!

So, start strong. I'm not saying you have to set up a virtual bank message. What I am saying is whoever answers the phone for that initial call, make sure it makes the right impression. I'm sure you've phoned many businesses for the first time, and someone answers the phone with an annoyed tone of voice. Equally unforgiven is someone who sounds bored. That's the last thing you want to have happen because eventually, someone will call who's an AAA-grade client; one who isn't price-sensitive. It will be someone who'll love working with you, and you'll love working with them. And, they'll have a lot of friends and colleagues they can refer to you, which can be worth a lot of money over the next 10 or 20 years. You want to treat every single inquiry as having that potential, and with the level of respect, an AAA-client deserves.

Now, In the interest of being efficient and saving time, it's absolutely crucial that you do not speak to anyone about the scope of work, when they want to build, or any other specifics about a potential project. You can spend countless hours over a 12-month period speaking to people, only to find out that you will never work with that person. I'm sure you can relate to this, there really is no way to justify that time wasted.

Here's how to avoid that situation. When someone calls in, you interject with these exact words, "In order for me to help you best, I need more information. What is your email address? I'm going to send you a list of questions. Please answer them as best you can, once we receive your completed questionnaire (see example questionnaire from the trenches at the end of this chapter) our client services manager or the local builder will absorb the information, and then they will give you a call to have a meaningful conversation about your project and what you want to achieve." Boom!