

*Million  
Dollar  
Trades  
Business*

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with Kurt Hegetschweiler



*“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 trade business specific business tools and strategies taken from hundreds of top performing trades 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 in the building industry since 1991 and know a lot of trade businesses, 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

mission is to make quality business education available to as many trades as possible. The Inspired Trades Business Coaching 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!

Glenn Leet

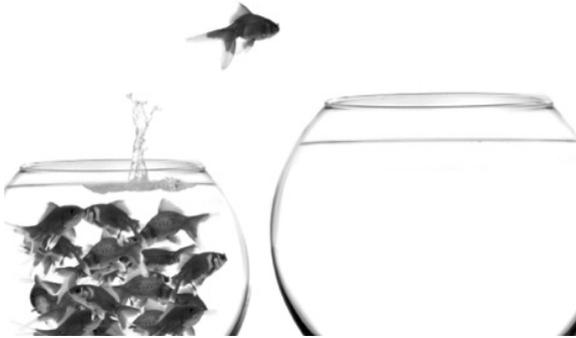
Founder – Inspired Trades Business Coaching

# 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 three specific ideas and strategies at the end of each chapter.
- 4 30 Day Challenge** - This book is all about results for you and for 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 trades ready to share wins and lessons and guide you through the often murky waters of systems implementation. Search 'Trades 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 are the one area that if you get right, can completely transform your business. If we look at everything that we cover, sales, and specifically, developing a sales system, it'll completely turn your business on its head.

You might be thinking, "Well, that's great for other trades, but it's impossible for me to systemise my sales process." 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 trades to systemise their sales 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 trade in your community who does it, 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 bricklayer 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 thinking, "How can I systemise this process?"

The person seeking the quote was from a small coastal town and sent the brickie an email giving a brief overview of the scope of works and asking for an estimate on the job. The brickie responded by saying, "Thank you for the opportunity to price this job. Please complete the attached enquiry form so we can serve you better." The prospect then wrote an email back, saying, "We have two other brickies in the local area, who do this type of work, and who are prepared to prepare a quote without this information. Could you please explain why you want to know all this?"

The brickie 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 systemise our sales process." I said, "Tell them that you have this process because you put the highest level of quality and attention into everything you do, including our quotes. Further, 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 brickie 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 about your sales process is when you are face to face at the first meeting.

Here is the brickies response, *verbatim*.

*Our team at Aspect Bricklaying always puts the highest level of quality and attention into everything we do, including tenders. There may be other trades who provide quick 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 accurate information. 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 quote that is specific to your project. In order to be able to provide this level of service, we need some detailed information, which includes a consultation with us to review any questions you may have. Please feel free to contact us at (phone number), should you wish to further discuss.*

The client's response to this was, "What's the process? Where do we start?." The key message here is that unless you do a bill of quantities, a proper breakdown of all the costs associated with a job, 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 client's time, and it

doesn't achieve anything.

Too few people are aware of this fact and as trades, 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 with the majority of trades, how many projects turn out in the end from a cost perspective, exactly what was set out at the beginning. Very few; in fact, most projects are 40 to 60 per cent out on cost. And why? Because trades are chasing their tails, they're too busy, and they're throwing out square meter rates and cut and paste quotes, which are not worth the paper, they're written on.

Once it's explained to people, they completely understand the benefit as it relates to them. This is what your sales process is all about: having a system that helps people understand the solution that you provide that is relevant to what they need to have done.

Before we go into it, I just 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 per cent. Most trades 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 trades find selling a struggle. It's not an easy thing to do.

Sales are also seen or looked at as a sleazy thing. The only reason sales have developed a negative connotation in people's minds is because the public resents having things 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 as a solution provider within a particular

area of speciality. Here's another truth, if you have a negative perception around sales, you will struggle to sell.

Why is this important now? Beyond the glaringly obvious, why must you get a process in place for sales? Well, I don't have to tell you we're 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 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 per cent. 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 speciality 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 of selecting a trade. Essentially, sales are 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 trade. The good news is 80 per cent 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 trades. 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, or in your office. Finally, we will look at what happens in that appointment and how you introduce 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 trades 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. Ideally, you want an overflowing pipeline of quality inquiries, and 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 speciality 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 trade.

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 be 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 per cent 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 building business, we had strong marketing systems and processes. We had an overflowing pipeline of inquiry. (Go to the marketing section to learn more if this is what you need.)

We had phone numbers on our site signs, banners, vehicle signage, brochures, flyers, and even our website, that went directly to sales staff mobiles, 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." Calls were returned 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 speaking, it doesn't make you angry. 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 employ a sales team. 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 unforgiving 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.

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 in resources section) our manager will absorb the information, and they will give you a call to have a meaningful conversation about your project and what you want to achieve.” Boom!

When you respond to someone in that initial call with that specific script, what is the tire kicker going to do? A tire kicker’s someone who already has their trade, but they just want to price check. They want to suck information out of you now, in this phone conversation. They will be irritated. Anything from mildly irritated to very annoyed, because you’ve just given them homework they don’t want to do.

Conversely, what’s an AAA-grade client’s response going to be? Their first impression is that you run a professional, process-driven operation with professional staff; that you are thoughtful and proactive enough to provide questions to draw out the information that you need to best help them. You’re not spending an hour of their time (and yours) going through these questions on the phone. They can, whenever is convenient for them, take their time to go through and give a relevant response. You really need to be the one who controls this process and you will save yourself hundreds of hours. This is a definite game-changer.

From our experience and testing, around seven out of 10 questionnaires are completed, if you get a much lower response rate than this, you need to look at who you are marketing to. When you review those returned, there will be a percentage that has what we call deal breakers: those that are too far away geographically or not the type of work that you do. In this instance, you do not need