

The Sales Bible for Builders



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The Sales Bible for Builders

Daniel Simone & Kurt Hegetschweiler

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From Carpenter to Selling Homes

Daniel Simone

I'm sure it's pretty safe to say that most of the people reading this book would have a similar story to me, going from a dawn apprenticeship and spending all day on-site to suddenly finding myself having to sell homes to families. Homes that are often purchased once in a lifetime, homes that people have saved up many years to build, homes that play a central part in people's lives and help shape and mould their families experience and memories.

It all started for me back when I was a young kid and my father was a carpenter. I would often get to play with his tools and went to work with him every opportunity I had. After finishing school I chose to follow in my parents' footsteps, actually I followed in my mum's footsteps for the first four months working as a hairdresser, but that's a story for another day. After my short hairdressing stint was over I went straight to work with my father doing my carpentry apprenticeship and helping build a few of our family homes along the way.

Most of the building my father did was either his own, for family or from referrals. When he founded Simone Homes I really thought that I just wanted to be the supervisor, the guy that would build the homes. But my father had so many years experience running jobs and had great relationships with our trade base, so it was clear that's where he belonged.

That was fine with me because deep down I felt like my place wasn't on-site, I felt like I belonged face-to-face with clients talking and interacting with people. I very quickly realised that I had no idea how to actually sell a home to someone.

Once I realised that people were not just going to give me their homes to build I started to do my own research to find out anything I could that would help me. It was at this point that I discovered Kurt Hegetschweiler from Builders Coach and this whole "charging for quotes" thing. My eyes had suddenly been opened.

Over the next few months, I began to implement a lot of new things I had learnt. In the beginning, it was a lot of trial and error trying to find my feet and work out what worked best for me, our company and my personality.

Also at the time, we were going through a legal battle, which drew a lot of my attention away from sales and learning my new craft. It is pretty easy to understand the problems and issues a company can have (especially a start-up) when the sales are not flooding through the door and your attention is being pulled in other directions.

Coupled with the above, I also had the additional burden of suffering from anxiety and depression for quite a while. After a lot of hard work on pulling myself out of this state and a big thank you to my family who supported me through this time, I was ready to get myself back on track. I finally had a clear run in front of me and over the next three months, I became absolutely obsessed with all things sales, learning and trying as much as possible. That 12-week period resulted in sales totalling over \$450,000.

I knew everything I was doing was right, it was only a matter of time before it all started to click and come together. Over the following

three months I had sold almost 5.4 million in sales.

Everything I learnt from that journey is what I want to share with you in this book.

Introduction

Kurt Hegetschweiler

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 sales and marketing 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, workflow 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.

The primary focus of this book is to get you on track to optimise your sales and marketing processes. With this in mind, I have included examples of the most powerful Sales and Marketing systems and templates used by our most successful builders.

Visit this URL <http://milliondollar.builderscoach.com.au/landing-page> to immediately access these resources. You’ll find a lot more than just sales and marketing documents. If you don’t need these that’s fine, I’d recommend you have a look at them either way. They include quality assurance checklists, quote templates and excel spreadsheet forecasts that will help you make for informed business decisions. If you are interested in getting the full scoop then purchase a copy of my best selling book – Million Dollar Builder on Amazon at www.amazon.com.

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 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

Understanding Your Why

Daniel Simone

*“People don’t buy what you do,
they buy why you do it.”*

- Simon Sinek

Understanding your *why* is something I believe to be very important for more than one reason. Firstly, the amount of hard work required to start and then manage a building company. Running sites and trades never mind the quoting, contracts admin and accounting documents plus having to sell people their dream home takes a lot of focused energy and plenty of hours.

Once you start understanding your why, your purpose and the reasons you do what you do, everything takes on a fresh perspective and changes everything. We build homes, places where people start their families, where they bring up their kids, see their kids grow up and eventually get married. It’s the place where their grandchildren come for family dinners and even in some cases where they take their last breath. When you realise this then all those early mornings and late nights start to pale in significance. It’s a cause bigger than yourself and when you find yourself becoming tired you can draw on this for energy to keep going because you know what you’re doing has meaning and purpose.

The second reason is so that we can now tell the world what we do. We don’t just build homes, we build dreams, we build security, we build safety and we build homes that become an extension of the families that we build them for.

So by understanding your why you find and align with your true passion and purpose. You'll create a place for you to draw inspiration from, somewhere where to get that little bit of extra energy you need to ring one more client or send that extra email. Your passion about what you do will come out in your day-to-day interactions with your potential clients and even your trades and suppliers.

Once you start sharing your why, you'll differentiate yourself from the other builders in your area. You'll be seen in a different light and even your trades will make sure they are available to come to your job first and bring their A game to give you the highest quality they can. Ultimately you'll have a higher purpose, be more *authentic* and people will be ready to run through walls for you.

Your why is also what's going to set you apart in all of your marketing. You will always look to tell your story and find new ways to let the world know about your why. Instead of telling someone that you're just a homebuilder you might be able to say something like "I bring dreams to life".

Now don't feel like you need to sit down and work out your why in just one sitting. This is something that took me a little bit of time to work out but once I did, it became a truly powerful tool.

AUTHENTICITY

*“Authenticity is freedom from
the illusion of fear and alignment
to the reality of love”*

- Unknown

Now if you don't know me then you wouldn't know that both my arms are covered in tattoos. I would always try and cover them up, I would

always try and dress in a certain way and I would always try to act in a way that I thought people expected of me.

I was very unsure of myself at that time, my confidence was down, my energy levels were low so all I did was listen to what other people said I should do. That was to communicate and dress and act professionally around people.

So all I was doing was trying to work out who people wanted me to be, clients included and then tried to be that person. But in doing this I had kinda lost myself I had forgotten who I was, who Daniel Simone was.

I was one person at home with my family and another person at work and before I knew it I had totally lost my identity.

How could I get anyone to believe who I was if I didn't even know that myself? I had to make a decision, a decision to be me and let my authentic self-shine through and reveal itself to the world.

Now, this doesn't mean I don't still dress and act professionally, it just means I became 100% me, I was real and straight up with every person I met. I became the same person right across the board. Making a decision to let the world see me for me was one of the best decisions I ever made.

I was now at a point where I was letting the world see who I really was but more importantly, I was being true to myself. Being completely authentic felt great.

I soon realised the benefits of my decision, I was more real when I met with clients, I was also more upfront and that resonated with them. They began to see me as a friend almost a part of their family instead of a pushy salesman.

When you start to genuinely connect with people on a person-to-person level they see you for you and who you really are and that builds trust. You now are not a pushy salesman dealing with a potential client, you are now two human beings, having a discussion about how you can help bring their dreams to life.

Depending on your situation, it can be quite daunting when you first start to think about being yourself. You could have spent so much of your life pretending to be someone you're not you truly forgot who you were. Or, you are completely overthinking every situation and just not being natural.

If you have been out on site all day and you need to see a client and you are dressed in your fluoro yellows and your work boots, if that's the way you dress to go on site, then it is perfectly fine to see a client dressed like that. They're not expecting you to show up in a suit and tie, and if you did show up in a suit and tie, they probably wouldn't believe a word you said because it wouldn't be the true you.

I remember one time I was trying really hard to book an appointment with these clients and the only time we could arrange was around 11 o'clock on a weekday. Now, this was back when I was on site quite a bit so I would get dressed to go to the site, work, take a change of clothes in the car. I then got to the factory a little bit early to get changed, do my hair, put on some aftershave and make myself look "professional", then I would see the clients, change back and finish on-site.

In this social media world that we live in it is very easy for someone to look you up and quickly find out what type of person you are. Now if you're not on any social media platforms, all I'll say for now is *you need to be*, but more about that later on.

People want to know about the person they're buying off because let me tell you this, people buy from people. They want to know about your life, are you married do you have kids, what are your likes and dislikes, they are trying to look and see if the person they are dealing with is number one, a real person and number two, someone they can resonate with and see themselves working with on a project.

So if you're struggling to work out how to be you, how to be real, and how to be as authentic as possible, all I can say is, if it feels right then it's right.

BEING UNIQUE

*“Stop trying to fit in
when you custom-made”*

-Drake

So now you have a full understanding of the importance of being your authentic self. Now I talk about how to use your unique, authentic self to differentiate yourself from others in your market.

In the early stages of our business and my selling career, I was constantly looking at the larger builders and their advantage over myself and our company. I would always use this as an excuse as to why we couldn't generate leads, why I couldn't book meetings, why I wasn't given any tender requests and most of all, why I wasn't signing any jobs.

I would continuously use excuses like they have a massive marketing budget, they have display homes, when you are doing that many homes you can reduce your margins, They have better buying power, they have more designs, they have better inclusions, they are always throwing in things for free, they have people just focusing on sales

while I have to wear 100 hats, and the list goes on and on. Does this sound familiar?

Now the fact of the matter is these are probably all true statements, but they weren't the problem, The problem was me, the problem was my focus, the problem was that I was spending so much time worrying about what the other big builders advantage was over me and not what my advantages were over them. All I needed was a change of focus, a shift back in the right direction to clear my mind and stop feeling sorry for myself because I didn't have what they had.

As soon as I started to realise that my unique style and personality could be used to my advantage, I began focusing on them as a positive point of difference over our bigger competitors. Now that I wasn't being so negative around why I wasn't succeeding and had a more positive outlook on things, I began listing the things that were in my favour, like, making the client aware that they are dealing with the owner, that they wouldn't be passed on from person-to-another, that I would be the person overseeing the build of their home.

Now another one of the advantages of us being a smaller builder is we have fewer channels or avenues of approvals to go through. If we want to do a marketing video and post it on our socials, we can go right ahead, no approval needed. If I happened to be wearing my on-site clothing when meeting with clients then I could.

I started to look at things in a different way, I began to write down everything everybody else did and started to look for ways to do it better or look at what am I doing that they aren't. Offering after-hours appointments or even going to see clients at their own homes, these are the type things that can set you apart from everybody else when you are a smaller operator.

Now it's your turn. Start with a list of things you have been complaining about or making excuses for based on the advantages your competitors have over you. Next, write down all your advantages over the big builders or your competitors. You need to focus on your unique attributes, how you can double down on them and how can you deliver a clear message about them to your clients. You also need to think about how can you work them into your marketing material.