

INCREASE SALES IN 3 EASY STEPS

You can increase your sales if you put your mind to it. Improve in these three areas and watch your numbers go from **mediocre** to **magnificent**.

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Put Your Business in the Spotlight



*70% of people trust online recommendations.¹
Make sure your business has them.*

- ☐ **Be Your Own Biggest Fan**
Spread the news about your quality services everywhere you can. Word-of-mouth, social media, and direct mail all drive new customers to your business.
- ☐ **Provide Potential Customers with Relatable Content**
There's no better way to prove you're worth it than well publicized positivity from past customers' testimonials.
- ☐ **Stack Your Team with Sales All-Stars**
Great sales people get more leads. Your sales team should include the best sales professionals you can find.



Stick to a Smart Strategy



You should spend 75% of your time building a relationship with the customer and 25% on paperwork, forms, and proposals.²

- ☐ **Cut the Sales Slack**
Keeping up with the sales training will take you far. If your sales team is well-trained, they'll have better chances of closing more deals.
- ☐ **Make Your First Impression Impactful**
Your first conversation with a customer should show what you know about the industry.
- ☐ **Don't Show Up with Less Than Good, Better, Best**
Explain their options and make sure they know the difference each decision will make in their lifestyle.



3

Go All-In for Your Customers



Improved first contact with sales prospects could increase sales conversion by 40%.³

- ☐ **Keep Value at the Forefront**
You're selling value, not cost. Make sure customers know your project is the most valuable choice they can make because you provide what they're looking for and more.
- ☐ **Leverage Industry Knowledge**
You're the expert. Show up to each sale ready to pitch a project with a larger scope based on what industry leaders are doing for their customers.
- ☐ **Paint the Big Picture**
Explore your customers' vision so they are aware of what can be accomplished with a little imagination.



The GreenSky® Loan Program⁴ provides you with all the opportunities that you'd like to offer to your customers. For more information or to get started, visit greensky.com/fieldedge.



Sources:

¹<https://www.proremodeler.com/game-changer-new-rules-remodeling-sales>

²<http://www.mrhvac.com/2010/03/25/tips-for-successful-selling/>

³<http://www.contractormag.com/training/brigham-dickinson-book-more-calls-wow-more-customers>

⁴GreenSky® Program is a program name for certain consumer credit plans extended by participating lenders to borrowers for the purchase of goods and/or services from participating merchants. Participating lenders are federally insured, equal opportunity lender banks. GreenSky® is a registered trademark of GreenSky, LLC. GreenSky Servicing, LLC services the loans on behalf of participating lenders. NMLS #1416362