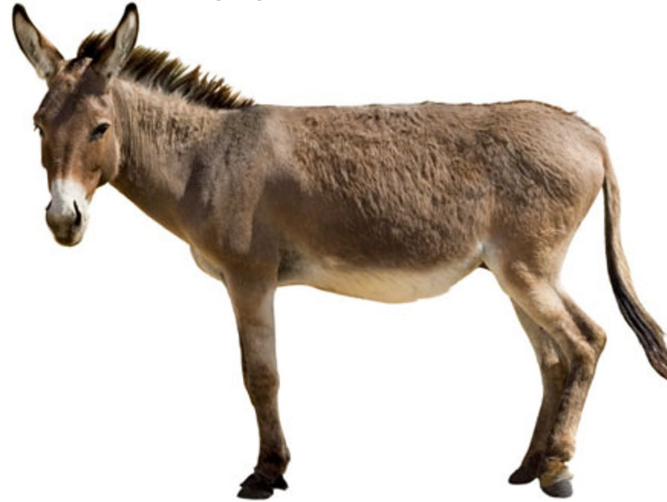


Kick A\$\$ In 2022



How To Command Margins Of 50% Or More



Broadcasting From Majestic Colorado

March 16th is
FREE
Coaching
Day!

25 minute private coaching session with me

- Finding and recruiting employees/installers
- Cutting your work hours/eliminating overwhelm
- Dealing with a difficult team member
- Taking control of your business
- Commanding premium prices
- Sales/Marketing
- Even “I’m frustrated and overwhelmed, and I need to talk to someone who can help!”
- What topics you’d like to see covered in our member trainings.

You’ll get registration instructions next week

Two Areas
We're
Going To
Cover

Premium price
mindset

Nuts and bolts
strategies

You Deserve To Be Paid Extremely Well

You're an
entrepreneur

You shoulder all the
risk

Responsibility for
employees/installers

You Are An Asset To Your Community

Provide great products

Excellent
service/installations

Stand behind your work
(guarantees/warranties)

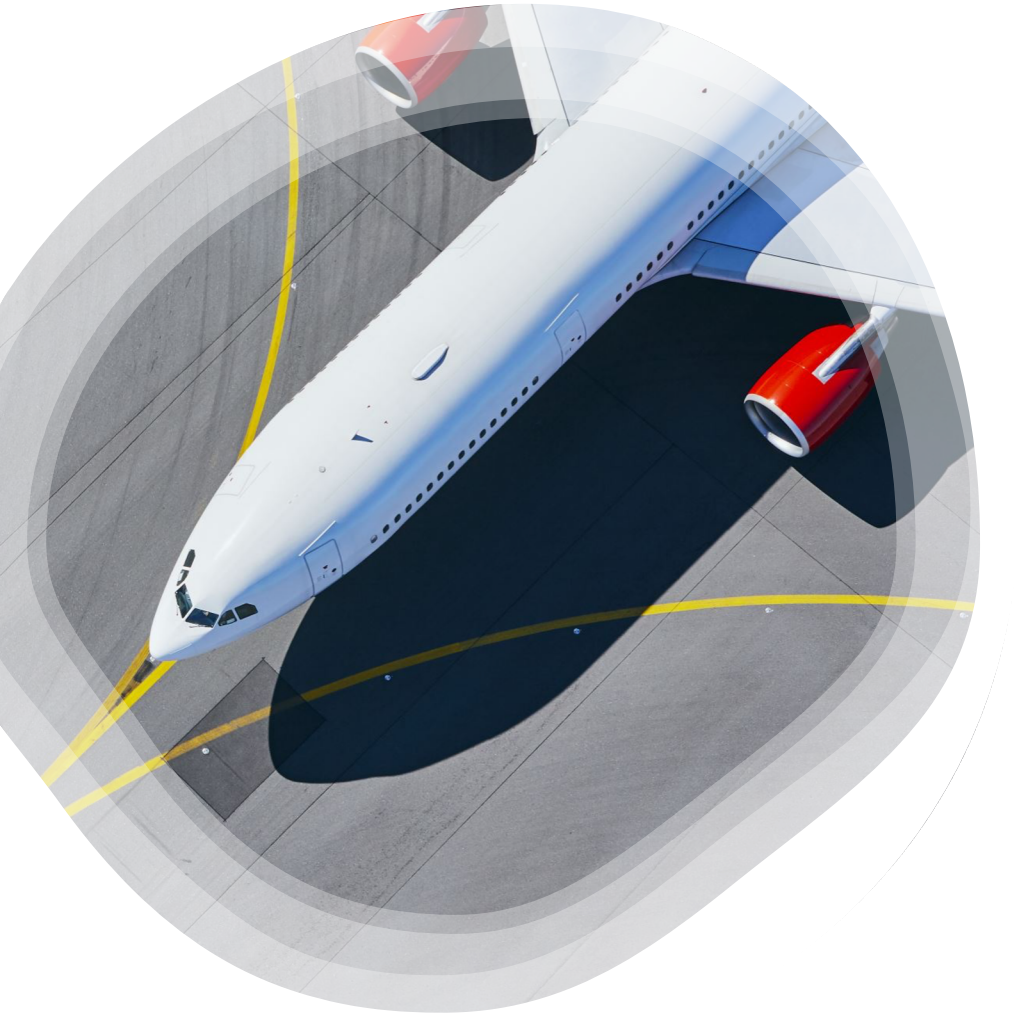
Make people's homes
beautiful

Provide employment

Pay taxes

The background features a series of concentric, semi-transparent circles that create a tunnel-like effect. The color gradient transitions from a light blue on the left to a light green on the right. The text is centered within the innermost circle.

Why Selling on
Cheap Price Is
Dishonest



High Demand = Higher Prices

- Hotels
- Airlines
- Cruises
- Uber
- Air BnB
- Remodeling



Fair Price =
What The
Market Will Pay



70% Margins





#1 Strategy: We'll
Cover It At The End

THE KEY To Commanding Premium Prices



Why Your Client Now Sees You As **TOTALLY** Different



- Greeted totally differently when they first walked in
- You built value in the Design Audit
- Beverage menu
- Sat down and asked questions and wrote down the answers

Why Your Client Now Sees You As **TOTALLY** Different



- Zero-Regrets Guarantee
- Lifetime Installation
Warranty
- Installer Professionalism
Guarantee

Why Your Client Now Sees You As **TOTALLY** Different



- In-Home Visit
- Confirmation call the day before
- Confirmation call 5 minutes before you arrive
- Dressed professionally
- Briefcase
- Shoe covers

Why Your Client Now Sees You As **TOTALLY** Different



- “I want to be your flooring consultant for life...”
- Measured and inspected all of her floors
- Testimonial portfolio

Why Your Client Now Sees You As **TOTALLY** Different



- Inspected her vacuum
- Inspected her walk-off mats
- Inspected her spotters
- Free bottle of spotter with free lifetime refills
- Written prescription

Everyone Else


1. Greeted walk ins the same old way: “How may I help you?”
2. Asked them the same old questions
3. Did the same old estimate
4. Gave them the same old quote (Only “differentiator” is cheap price)

**You've Changed
The Entire Ballgame!**

YOU



1. Greeted totally differently when they first walked in
2. You built value in the Design Audit
3. Beverage menu
4. Sat down and asked questions and wrote down the answers
5. Zero-Regrets Guarantee
6. Lifetime Installation Warranty
7. Installer Professionalism Guarantee
8. In-Home Visit
9. Confirmation call the day before
10. Confirmation call 5 minutes before you arrive
11. Dressed professionally
12. Briefcase
13. Shoe covers
14. “I want to be your flooring consultant for life...”
15. Measured and inspected all of her floors
16. Testimonial portfolio
17. Inspected her vacuum
18. Inspected her walk-off mats
19. Inspected her spotters
20. Free bottle of spotter with free lifetime refills
21. Written prescription



Generate more
repeat & referral
business

Referral Accelerator

Referrals from clients

Referral partnerships
with aligned businesses

Networking

Neighborhood Advisor



Blocking & Tackling



Dress professionally



Return calls promptly



Say please and thank you



Under promise, over deliver



Do what you say you're going to do when you say you're going to do it



Online Reviews



Repurpose
Reviews
(testimonials)

Print

Website

Social media

Newsletter

#1 Strategy: 10 Quote Challenge



50% margins on your next 10 quotes



Close ratio for the past 30 days



Close ratio during the 10 quote challenge