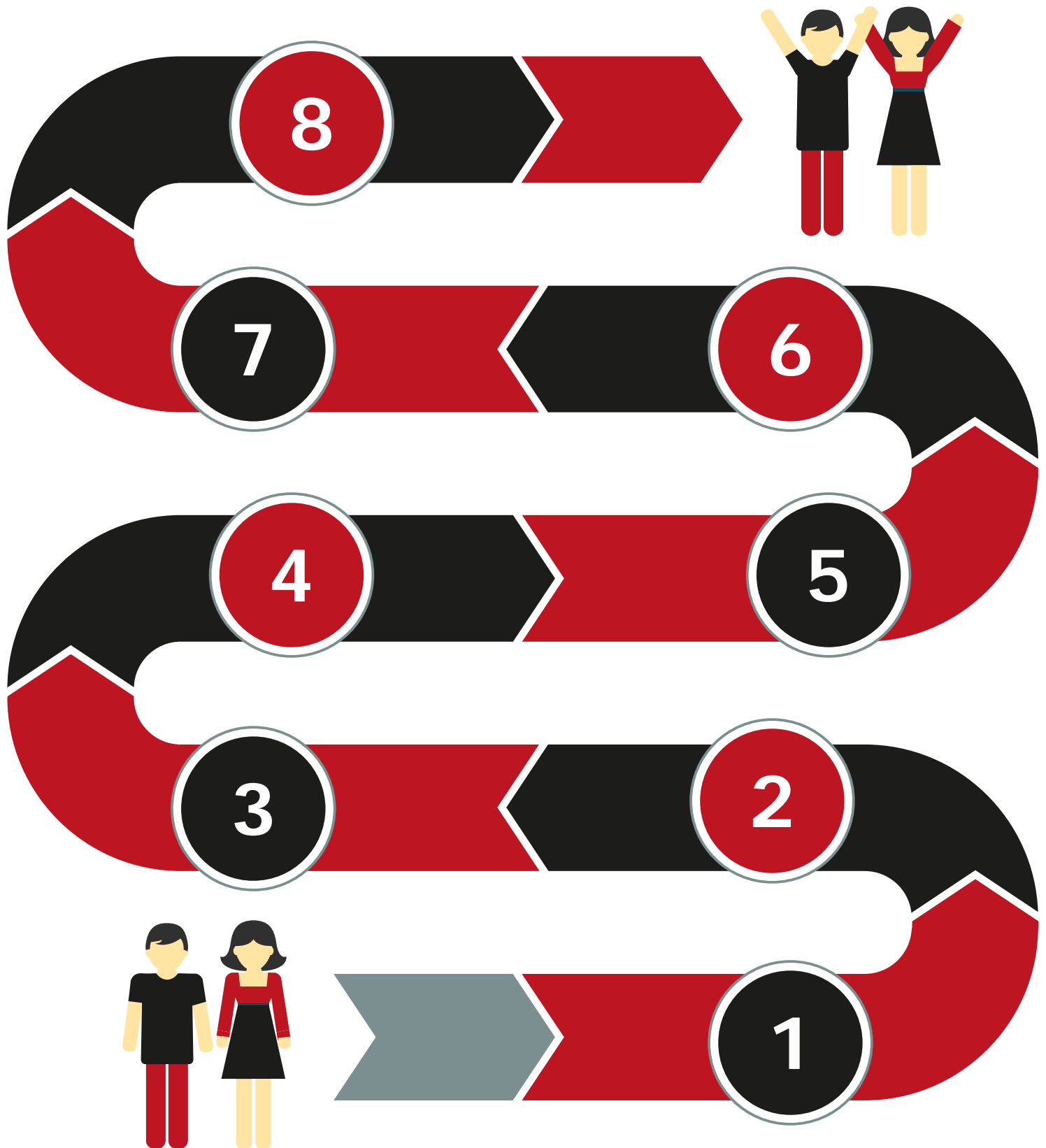


8 Step Sales Sequence



STEP 1

AWARENESS

Step 1 in the 8 Step Sales Sequence is Awareness. It's the very beginning of your customer's journey, becoming aware of who you are. Your goal is to be there and visible the moment they consider building or renovating their home.

Who Are They?

Your Ideal Client

What Do You Want?

Their Attention

How Do You Get It?

Promoting Your Content Articles & Videos

How Can You Measure It?

Google Impressions, Facebook Reach
& YouTube Video Views

STEP 2

ENGAGEMENT

Step 2 in the 8 Step Sales Sequence is Engagement.

It's about interacting and engaging this audience from step 1.

You engage this audience using blog articles, images, videos and of course your website. Get these visitors to your website so that you can 'retarget' them later with more marketing.

Who Are They?

People Interested In Your Solution

What Do You Want?

Their Tracking Pixel

How Do You Get It?

By Sending Them To Your Website

How Can You Measure It?

Unique Website Visitors

STEP 3

SUBSCRIBE

Step 3 in the 8 Step Sales Sequence is Subscribe. You want to get people who have landed on your website to hand over a couple contact details like their name and email address. You do this by using what are called 'Lead Magnets'.

Who Are They?

Your Website Visitors

What Do You Want?

Their Email Address

How Do You Get It?

By Offering Them A Free Guide Or Checklist

How Can You Measure It?

New Leads

STEP 4

QUALIFY

Step 4 in the 8 Step Sales Sequence is Qualify. Here you can qualify the new leads you got from using a lead magnet in step 3. You can qualify using 2 different methods; over the phone or via a 'tripwire' which is a low-value sale.

Who Are They?

Your Prospects

What Do You Want?

A Qualified Opportunity

How Do You Get It?

Disqualification Scripts And Low Value Offers

How Can You Measure It?

New Opportunities

STEP 5

PRELIMS

Step 5 in the 8 Step Sales Sequence is a Preliminary Building Agreement (PBA) also called 'Prelims'. Your goal is to sell Prelim agreements to the opportunities you qualified from step 4.

The PBA is the final step before contract.

Who Are They?

Your Opportunities

What Do You Want?

To Sell A Preliminary Building Contract

How Do You Get It?

By Creating A Sales Process That Demonstrates Value

How Can You Measure It?

New Prelims

STEP 6

CONTRACT

Step 6 in the 8 Step Sales Sequence is Contract.

You want to pick & choose from the PBAs you have completed who you take through to contract. This step requires you to create and present a professional contract proposal to these potential clients.

Who Are They?

Your Prelim Customers

What Do You Want?

To Sign A Building Contract

How Do You Get It?

By Using A Professional Proposal
And Creating Genuine Scarcity & Urgency.

How Can You Measure It?

New Building Contracts

STEP 7

ASCENSION

Step 7 in the 8 Step Sales Sequence is Ascension. Here your focus is growing your margins through variations, upsells and cross-selling. You're turning your current clients into raving fans of yours and are monitoring their view of you via a 'Net Promoter Score'.

Who Are They?

Your Clients

What Do You Want?

Raving Fans

How Do You Get It?

By Implementing A Feedback Loop That
Utilises A Net Promotor Score

How Can You Measure It?

NPS Rating

STEP 8

REFERRAL

Step 8 in the 8 Step Sales Sequence is Referral.

After you have completed their home, your past clients can refer new potential clients to you! Add systems and processes to your building company to request, collect and document testimonials, referrals and case studies to use in your marketing for the entire 8 Step Sales Sequence.

Who Are They?

Your Past Clients

What Do You Want?

Referrals

How Do You Get It?

By Hosting Open Homes For Potential
& Previous Clients

How Can You Measure It?

New Referrals

MASTER CASHFLOW & GROW YOUR BUILDING COMPANY

You're probably wondering how some builders that don't work nearly as hard as you do, manage to be more successful, happier and profitable?

Here's The Secret:

It's not about how good you are at building, or how hard you work, it's about the process.

If you're not using proven business solutions for builders, you'll be continually working with problem clients for low margins. Discover how professional builders are earning more money, working less hours and have happier clients since

joining the Association of Professional Builders.

You'll have the opportunity to implement the 8 Step Sales Sequence at your own pace and benefit from dealing with happier clients and signing contracts at higher margins. We've spent the last several years working with custom home builders and renovation specialists, implementing each of these tactics and they have seen phenomenal results in their building companies.

**What if you could double,
triple or even quadruple your
profitability in 12 months?**

Don't waste another day.

Join the Association of Professional Builders today and ignite your building company over the next 12 months by visiting

www.apbuilders.com

