



## Are You Losing Roofing Deals But Not 100% Sure Why?

Today, let's talk about something that every roofer has experienced; losing a roof replacement deal that seemed like it was "*in the bag*."

Can you relate?

***I know you can*** because I don't know one person who makes their living in roofing sales who hasn't had the bad taste of a lost deal in their mouth at some point.

Last week I got a call from a friend who happens to work in the Mortgage Servicing industry and by way of the experiences of her clients have seen how the insurance companies are now forcing people to replace their roofs.

The roofer who installed the current roof did an excellent job as the roof is now 21 years old. The 5 years she's lived there, no leaks or issues have occurred. With that in mind she set out to find a roofer who would do a similar job.

Now, this is a very savvy lady and for the first time she was going to have to learn quickly how to sort through the many roofing companies in her area to find the one she would choose to replace her roof.

My friend went to Google to search and ended up inviting 5 companies to provide quotes after reading the reviews of other people that have used these companies.

## How did the 5 companies get selected?

First and foremost, they were VISIBLE to her when she searched in Google. Most companies have very limited visibility and therefore struggle to gain momentum in growing their sales.

However, if your prospect searches and sees you among the listed firms, **their thoughts turn immediately to the company's customer reviews**. This is the PROOF that your work is great quality, and your prospects will require it.

What happened next? Well, once the 5 representatives began to show up, the whole thing became a bit of a shit show.

One contractor never called her back. He was eliminated right away. *(Turns out his was the company that installed the original roof 21 years ago)*

Another contractor sent a rep who did not have a proper equipment and couldn't measure correctly. Several of his mannerisms were startling and frustrating to the prospect and she eliminated him from the contest at that point.

## **Now Only Three Competitors Remained**

After a close look at the customer reviews and proof -- another roofer was eliminated for having some unusually poor interactions with their customers.

The final two companies remaining were fairly equal in most respects. One of them included deep details in his proposal and the other almost no details in comparison.

*The one with the deep detail almost won the deal at that point.*

**Then he didn't. Suddenly, it was over.**

In looking closely at the two agreements it was found that one rep chose to quote on materials that would void the roof warranty.

My detailed and savvy my friend read up on the different shingle manufactures, terms, and conditions of the warranty. How the warranty really works.

Bottom line, after the labor warranty time frame is over, she wanted to be comfortable that she could fall back on the manufactures warranty if anything went south.

The roofer who had not provided as detailed of a quote was asked to provide details and spell everything out because she also didn't want to assume something was or was not included.

He provided the info and added a few other things in response to questions or objections.

One example was installing ice and water barrier on the entire roof, not just valleys and eaves. She asked for a received a free wind mitigation report for her insurance company.

The woman was fair with the remaining company and made sure she was comparing apples to apples.

While she waited for this information, the contractor whose firm installed the roof over 20 years ago, surfaced.

She was excited because this roof has held up so well.

Unfortunately, he didn't have enough clout with his supplier to get the shingle color she wanted. He was also a minimum of 6 weeks out for installation, maybe more.

## **With No ETA, She Moved On...**

The company that won the bid was competitive in price, but the decision was not based on price.

At the end of the of this process, the takeaways my friend had were:

- 1) She wanted things explained plainly – not using industry buzz words and codes. -- If she was paying for something, she needed to understand what they were offering.
- 2) She wanted to be able to make an apples-to-apples comparison
- 3) She wanted to understand the warranty and how it works.

When a savvy prospect gets all of this info, who does she choose to replace her roof? Anyone can follow along and probably guess the winner. It's not rocket science.

Any roofer who reads this knows that sales are lost to blunders like this. We've all done it. That's not news.

So, what causes roofers to do this dumb stuff?  
(That discussion is interesting – a webinar is coming soon.)






## The Moral of The Story is

If you're doing dumb crap like this...Stop it. Fix it.

Sometimes it helps if you have a system to follow, because it forces you to learn and get things right.

If you're a roofing contractor who hates the taste of a lost deal in your mouth and want to do everything possible to stop it from happening again, our VPS Audit is for you. Go here:  
<https://bit.ly/roofer-audit>

## 5 Keys to Remember

	<b>Without visibility in search, you'll need to purchase leads</b>
	<b>If you are visible in search, your customer reviews are essential</b>
	<b>People do business with people that they like and trust</b>
	<b>In many cases, the "price objection" isn't their real issue</b>
	<b>Closing the sale is HARD unless you educate the prospect</b>