THE ART / SYSTEM OF CLOSING THE DEAL

Closing the deal, meaning having the customer SIGN a contract with you ON THE SPOT, does not happen by accident.

Yes, once in a while a customer will sign up immediately without any negotiation or major effort on you part but that is the exception.

Our company Best Pool Liners has a nice presentation with our Best Quality Liner, Most Experienced Installation, Best Customer Service, Best Warranty & our SMALL Deposit – No Risk Policy. Please note that UNLESS WE GIVE OUR CUSTOMERS A REASON TO BUY NOW most of them will tell you: "We love everything you had to say, we love your company, my spouse & I will think about it &

get back to you".

Customers are afraid to "pull the trigger" on the spot. They like playing it safe –which is "lets take it slow, think about it, get some more estimates".

REGARDLESS of how great your presentation is

UNLESS YOU GIVE YOUR CUSTOMERS

A REASON TO BUY NOW

most of them will not sign a contract right away

& will tell you :

"We promise to call you back

–one way or another . . ."

If we had a dime for every time a customer told us that & NEVER called back, we would be Billionaires.

This is a statistical fact: For all customers that you will not sign on your 1st appointment with them ONLY 17% (1 in 6) will eventually become your customers.

You & our company could never survive on such low closing percentage.

SO the moral of the story is:

IF YOU WANT TO CLOSE

MANY DEALS & MAKE

LOTS OF MONEY

BEING NICE AND

KNOWLEDGEABLE

IS NOT ENOUGH ! !

TO MAKE MANY SALES YOU

MUST

GIVE EVERY CUSTOMER YOU

"PITCH" OUR REASON TO

BUY NOW !

AN OFFER THAT ENTICES

CUSTOMERS TO BUY

ON THE SPOT !

AN OFFER THAT IS NOT

AVAILABLE AFTER YOU LEAVE

THEIR HOME !

ALWAYS REMEMBER

IF YOU DON'T CLOSE THE DEAL "TODAY" YOUR CHANCES OF SELLING THIS CUSTOMER LATER

IS ONLY 17% !

ONLY 1 OUT OF 6 !

WE CANNOT MAKE A LIVING AT A 17% CLOSE PERCENTAGE

PRESENTING THE BEST POOL LINERS

BUY NOW SALE

CUSTOMERS WHO BUY NOW

(DURING OUR IN-HOME PRESENTATION)

RECEIVE OUR ***LIFETIME POOL LINER WARRANTY***

AT NO COST

($1000 VALUE)

BEST POOL LINERS

LIFETIME POOL LINER WARRANTY

1115 Inman Ave. Suite 360, Edison NJ 08820

Certificate No._____ ate o rch :_____

BUY NOW OFFER

The pool liner manufactu offer ep te wa nty to t original purchaser. Please review the manufacturer' ncl the po her box or please contact the manufacturer directly for more details.

In the event of defect(s) to the pool liner fabrication Best Pool Liners warranties to the original purchaser, for long they o air st mi pool repair or replace their swimming pool liner u he owi erm

1. **BEST POOL LINERS pro FREE INER I ECTI r compensate the original purchaser 100% of costs incurred in having an independent pool liner inspection.**
2. **BEST POOL LINERS will provide FREE BRAND NEW LINER (if needed) to replace defective liner.**
3. **BEST POO will FR to the and install the replacem one a c o the ori al purcha**
4. **BEST PO LINER wil mpensat he origi purchase w water and/or chemicals refi ol if em ng pool i ssary in der eplace or repair the pool liner.**
5. **BEST POOL LINERS guarantees that "improper installation" by our company does not void our warranty.**

COST : $0

REASON FOR OUR "BUY NOW SALE"

CUSTOMER SAVES $1000

B.P.L. MAKES A SALE

WE BOTH WIN

TELL YOUR CUSTOMERS

THAT EVEN THOUGH OUR

LIFETIME WARRANTY

COSTS ONLY $1000

IT'S WORTH $10,000

2 FUTURE

LINER REPLACEMENTS THAT

THEY WON'T HAVE TO

PURCHASE IN THE NEXT

15 YEARS :

2 x $5,000 = $10,000 ! ! !

STRICT COMPANY POLICY

“BUY NOW SALE”

IS VALID ONLY DURING OUR IN-HOME ESTIMATE

& EXPIRES WHEN SALESPERSON DEPARTS CUSTOMERS HOME

NO EXCEPTIONS ALLOWED

B.P.L. MANAGEMENT

STEP BY STEP

INSTRUCTIONS

HOW TO

CLOSE THE DEAL

1) READ YOUR CUSTOMERS YOUR PRESENTATION BOOK LIKE A STORY

*DO NOT JUST TELL THEM BUT SHOW THEM THE PAGES INCLUDED.

CUSTOMERS ARE MORE IMPRESSED WHEN THEY SEE vs. HEAR ! ! !

2) DURING YOUR

PRESENTATION KEEP

REPEATING OUR COMPANY

ADVANTAGES

B.P.L. OFFERS THE BEST POOL LINER

- **ALMOST 50% THICKER THAN COMPETITORS ! !**
- **MADE WITH ULTRA SEAMS !**
- **NON RECYCLED !**
- **CUSTOM MADE !**
- **AMERICAN MADE !**

- **GUARANTEED ON OUR CONTRACT !**

B.P.L. ALSO OFFERS THE

- **BEST – MOST EXPERIENCED INSTALLATION**
- **BEST CUSTOMER SERVICE**
- **BEST – STRONGEST POOL LINER**
- **LIFETIME POOL LINER WARRANTY ($1000 ADDITIONAL UNLESS BOUGHT NOW)**
- **OUR MINIMUM DEPOSIT – MINIMUM RISK POLICY**

3) MAKE YOUR CUSTOMERS UNDERSTAND THAT OUR LIFETIME WARRANTY IS

FREE ONLY NOW

& EXPIRES WHEN YOU LEAVE THEIR HOME.

IT IS A COMPANY POLICY

WE DON'T MAKE

EXCEPTIONS ! ! !

4) IMMEDIATELY AFTER

YOU GIVE YOUR

CUSTOMERS THE PRICE

GO TO YOUR CAR

(SUPPOSEDLY TO CALL YOUR NEXT CUSTOMER – HIS NUMBER IS IN YOUR CAR)

& LET YOUR CUSTOMERS

THINK/TALK ABOUT IT.

RETURN IN 5-7 MINUTES

BELIEVE THIS :

IF YOU DON'T GIVE YOUR CUSTOMER(S) THE CHANCE TO DISCUSS YOUR PRICE/ INFORMATION IN PRIVACY THEY WILL SAY "NO SALE" SO THAT YOU CAN LEAVE & THEY CAN DISCUSS YOUR ESTIMATE IN PRIVATE.

GIVE THEM PRIVACY ! ! !

GO TO YOUR CAR ! ! !

EVEN IF YOU ARE ONLY

"PITCHING" ONE PERSON

YOU MUST STILL

GO TO YOUR CAR

TO GIVE THAT PERSON THE

OPPORTUNITY TO CALL &

CONSULT THEIR RELATIVE,

ROOMMATE OR SIGNIFICANT

OTHER.

GIVE HIM/HER PRIVACY TO

DISCUSS YOUR ESTIMATE.

GO TO YOUR CAR ! ! !

5) ALWAYS WAIT IN YOUR CAR FOR AT LEAST 5 - 7 MINUTES BEFORE RETURNING TO THE CUSTOMER'S HOUSE.

ONCE YOU HAVE RETURNED YOU WILL BEGIN THE PROCESS OF "CLOSING THE DEAL".

When you return from your car your customers will have responses to your estimate.

Following are the customers possible responses & your answer to those responses :

IF THE CUSTOMER

SAYS

“ SIGN US UP ”,

YOU SAY

“THANK YOU,

I APPRECIATE YOUR

CONFIDENCE IN US,

WE’LL DO A GREAT JOB!”

IF THE CUSTOMER ASKS:

“CAN YOU DO BETTER ON THE PRICE?”

(THIS MEANS THE CUSTOMER LIKES OUR COMPANY AND IS WILLING TO SIGN WITH US).

YOU SAY:

“I CAN DO A LITTLE BETTER, I CANNOT DO MIRACLES”

– YOU GIVE AS LITTLE DISCOUNT AS NEEDED (STEP BY STEP) UNTIL THE CUSTOMER ACCEPTS AND AGREES TO SIGN THE CONTRACT.

DON’T LEAVE WITHOUT A CONTRACT

Important suggestion :

when you are negotiating price with the customer ask them straight forward “If they would like for you to step out, AGAIN, to give them privacy to discuss your counteroffer”.

Be willing and prepared to ask permission to go to your car to allow privacy to your customers AS MANY TIMES AS NEEDED ! !

IT WORKS MIRACLES ! ! !

If the customer says:

YOUR PRICE IS HIGH

(this means the customer has gotten lower prices but he might still be willing to sign with us at a lower price).

You say:

"LETS TALK

– what other prices have you gotten?".

REMIND THE CUSTOMER – BEST LINER –

WARRANTY – MINIMUM DEPOSIT

Lower your price little by little to your bottom line if necessary, until the customer says YES!

If the customer is willing to sign a contract with us for a price that is lower than our

lowest price on our pricelist CALL YOUR SALES MANAGER because he may authorize this deal.

*** If you cannot reach your manager, take the deal anyway & we will together go over the contract later on.**

If the customer says:

- **WE HAVE TO TALK ABOUT YOUR ESTIMATE & GET BACK TO YOU**

Or If the customer says:

- **WE ARE GETTING MORE ESTIMATES**

YOUR RESPONSE MUST ALWAYS BE

IS OUR PRICE HIGHER THAT YOU THOUGHT IT WOULD BE ?

Many times the customer is afraid of the negotiating process or is shy to tell you that your price is high.

By you asking directly about our price many times it starts a negotiating process that leads to a sale.

If the customer says:

- **REALLY, WE ARE GETTING MORE ESTIMATES**

  WE DON'T HAVE OTHER PRICES

YOUR RESPONSE MUST ALWAYS BE

"knowing what I know about the competition, the lowest price you will receive will be $400 less than ours and you will not receive a 27 mil liner nor a LIFETIME WARRANTY and they will require a huge deposit".

"MY BOSS always says, "Half a loaf is better than none". I will drop my price by $400 to save you time from getting other estimates and we still give you the best liner and the best warranty in the industry. Why don't I go to the car and let you guys talk about it again for a few minutes?"

If the customer says:

WE DON'T CARE ABOUT QUALITY OR

WE ARE SELLING THE HOUSE OR

ALL WE CARE FOR IS THE LOWEST PRICE

YOU MUST NEGOTIATE PRICE TO YOUR BOTTOM LINE IF NEED BE. IF THE CUSTOMER WANTS TO BUY FOR A PRICE LOWER THAN OUR LOWEST PRICE – CALL PAUL TO AUTHORIZE THIS DEAL.

FOR CUSTOMERS THAT ARE SELLING THEIR HOME IN THE NEAR FUTURE, REMIND THEM THAT OUR LIFETIME WARRANTY IS TRANSFERABLE AND THIS WILL HELP THEM SELL THEIR HOME EASIER.

If the customer says:

- **WE SIMPLY DON'T HAVE THE MONEY**

You suggest a CREDIT CARD payment and/or to apply for financing on our official company website www.BestPoolLiners.com.

DO NOT SUGGEST FINANCING TO ANYONE UNLESS YOU ABSOLUTELY HAVE TO:

if you suggest financing too often then the customers you suggest financing to will not buy on the spot until they complete the financing process.

REMEMBER YOU WANT ALL YOUR CUSTOMERS TO BUY ON THE SPOT

IF THE CUSTOMER ABSOLUTELY REFUSES TO SIGN A CONTRACT ON THE SPOT

YOU SAY THE FOLLOWING :

"Why don't I fill out and leave you a contract with all the information, liner pattern, price, etc. –You & I will not sign it until if and when you decide so.

This way, I can also give you THE LIFETIME WARRANTY AT NO COST, I don't have to return here and all you have to do is call me and give me the go ahead for the job"

(Provide the customer and keep for yourself all paperwork as if you are signing a new contract but with no signatures).

NOTE : BY FILLING OUT A NO SIGNATURE CONTRACT, YOU INCREASE YOUR CHANCES OF FINALIZING THIS CONTRACT FROM

1 OUT OF 6 (17%) TO 1 OUT OF 4 (25%)

OTHER IMPORTANT SALES INSTRUCTIONS AND POINTERS

IF THE CUSTOMER WANTS TO BUY FOR A PRICE LOWER THAN OUR LOWEST PRICE CALL PAUL TO AUTHORIZE THIS DEAL.

WHEN CONFIRMING AN APPOINTMENT, WHEN SIGNING A CONTRACT, EVEN WHEN NOT SIGNING A CONTRACT

ASK CUSTOMERS TO VISIT

BestPoolLiners2021.com

AND THEN CLICK

Best Pool Liner Advantages

TO VIEW OR RECOLLECT ALL THE ADVANTAGES OUR COMPANY HAS TO OFFER.

INSTRUCTIONS PAGE

As previously mentioned, the request for in-home appointments are generated by the customers. Once a call is received our Appointment Department will qualify the "lead" and set up a specific appointment date and time. We always try to set up appointments when BOTH husband and wife will be present.

As a matter of fact, we offer our customers our

"$300 BOTH HOMEOWNERS PRESENT" discount to entice both spouses to be home at the time of our appointment. (when presenting your price

ALWAYS mention to the customer that

all $300 & $500 discounts have already been deducted from the price).

Your appointment info will be provided to you the day prior to the appointment date. In addition to the customers info, you will have the pool size, shape and whether it is a "one or two legged" appointment.

INSTRUCTIONS PAGE

On your way to the appointment, you MUST call the customer to ensure that whoever is supposed to be present during the estimate will indeed be home. If you find out that the wife will be home but not the husband, PLEASE, reschedule the appointment. If you find out that the husband will be present but not the wife, you may still choose to run the appointment. Husbands alone will more likely make a purchase, but unfortunately, a wife alone will not.

If one of the spouses is running late for the appointment, tell the customer you will grab a bite to eat and will arrive when both spouses are home.

If the customer says there is snow over the pool or the pool is covered and you will not be able to see the pool, tell the customer you are bringing pool pictures to show them, and you will still be able to identify and price the type of pool they have.

INSTRUCTIONS PAGE

Never park in the customer's driveway (this avoids oil leaks, having to move your car during the presentation)

Park in a way the customer cannot see your license plate (if you are from out of state)

When selling a *hydrostatic valve,* you MUST write on the contract: "Company cannot guarantee the performance of the hydrostatic valve".

Try not to sell wall foam – tell the customer – " You may not need it, why pay now, let the installer determine that".

When giving a price to the customer, do not end the price with 2 ZEROS:
i.e. $3800 make it $3784 instead.

If you sell fiberglass steps and pipe or skimmer replacement: you MUST write on the contract: Customer is responsible for debris removal and concrete patio replacement".

INSTRUCTIONS PAGE

All liner patterns come as per your samples, mix and matching is not possible.

Always have your cell phone on mute while giving a presentation. IT IS MANDATORY!!! You don't want to be interrupted with a phone call while giving a presentation.

You must make clear to the customer that final payment is due when water STARTS filling the pool, NOT when we install the faceplates or when the pool is full.

All writing on the contract MUST be written in CAPITAL LETTERS (uppercase). All letters and numbers must be written clearly.

All promises made by the salesperson to the customer MUST be reported in writing on the contract.

The company requires a 5-day notice from the salesperson for dates they will be unable to work.

INSTRUCTIONS PAGE

Begin your presentation by introducing our pool liner samples. Get the customer excited about the prospect of a pool that will look brand new after the pool liner replacement. In your pool liner suggestions, always try to match the pool liner tile with the customers pool deck colors or exterior colors.

After a while, say to the customer: "May we talk about the pool liner patterns later? Right now, I would like to give you some info on our company, our pool liners, warranty and price"

Immediately after presenting the price

Whether you are "pitching" to only one person or two (husband and wife), YOU MUST EXCUSE YOURSELF and say you have to go to your car to call your next customer or (if late) to call your 1st lead tomorrow morning. If the customer says: "You can call from here" tell them you have that customers telephone number in your car.

This is the MOST IMPORTANT closing technique YOU WILL EVER USE. The reason is, it alleviates the pressure from the customer to give you an answer instantly. Under pressure most customers will say "NO".

INSTRUCTIONS PAGE

Two of the most important TIPS to make the customers really like you are :

A) Ask for, memorize & keep calling your customers with their first names. People love to hear their 1st names. The more you repeat them the more they like you.

B) Display a sense of humor. Make your customers laugh. It works wonders. Example : If the customer asks you if you want something to drink you may respond with : "can I have a bottle of vodka, please?" you may also make comments/statements to the effect that "our price includes a European guy & girl wearing speedos vacuuming the customer's pool weekly".

Of course, you must judge the customers personality before doing A) & B) above however in most cases acting as such will help your cause.

INSTRUCTIONS PAGE

Please do not submit any contracts without a pool liner pattern. Please follow up with your own customers to obtain pool liner patterns. Once the contract is complete with the pool liner pattern then you submit the contract.

Due to Covid-19 we anticipate certain liner patterns becoming out of stock, that is why we request for you to get 3 choices of pool liner patterns from your customers and submit them to company in the order of customer's preference.

INSTRUCTIONS PAGE

Please remember that your sales manager will be standing by ready to help you and advise you during all your in-home presentations.

If you come across a pool whose floor is in rough shape or a pool that is filled with leaves and/or garbage, please call your manager for extra charges applicable.

EXTREMELY IMPORTANT

Salespersons are not allowed to quote prices to customers over the phone (in lieu of providing an in-home estimate).

Salespersons also are not allowed to miss/skip appointments without notifying our company in advance.

Both actions above are fireable offenses.

PRESENTATION & CLOSING METHODS

QUICK VERSION

- **Call before arriving to confirm parties will be able to attend.**

- **Ring the bell, ask to meet customers by the pool unless yard is snow covered in which case, you ask if you can come into their house to present the pool liners.**

- **Measure Pool**

- **Casually tell customers "liners today only last about 3 - 7 years, like everything else today, they don't make them to last".**

- **Do not give any prices until the end of your presentation.**

Continued

PRESENTATION & CLOSING METHODS

QUICK VERSION (continued . . .)

- **Say: “Can we go inside for a few minutes so I can give you some quick info on our company, the installation and price”?**

- **Go inside. Presents liner patterns, show them pictures. After 5 minutes say: “lets talk about patterns later, let me give you some quick info about pool liners”.**

- **Give presentation – write down questions you cannot answer. Call your sales manager if needed.**

- **Finish your presentation.**

- **Present estimate and go to the car.**

- **Come back and do whatever it takes to close the deal.**

TO BE SUCCESFUL FROM DAY 1

BEFORE YOUR FIRST APPOINTMENT

- **You must read the presentation book**

OUT LOUD 20 times

- **Then, you must read the presentation book**

UPSIDE DOWN &

OUT LOUD 20 times

(JUST THE WAY YOU WILL BE FACING THE PRESENTATION BOOK WHEN READING IT TO THE CUSTOMERS)

*** This is the equivalent of having given 40 presentations already!**

THERE IS NO SUBSTITUTE FOR EXPERIENCE !

Continued

OBVIOUSLY THE MOST IMPORTANT FACTOR IN YOU BEING SUCCESSFUL IS

STUDYING

PRACTICING &

IMPLEMENTING OUR

CLOSING

THE

DEAL

INFORMATION

WE HAVE DONE OUR PART – THE REST IS UP TO YOU !

SALESPERSONS :

NOW PLEASE

VIEW OUR

TECHNICAL INFO

(see website menu bar)

THANK YOU