



Events & Shows Playbook



“The conversion of a lead to a quality run appointment is the lifeline of any Home Improvement business.”

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BUILDING YOUR EVENTS TEAM

Do you have all the pieces in place?

SALES



LEADER OF YOUR EVENTS TEAM

- Nationwide, Events and Shows are the BEST opportunity to get the MOST amount of leads at the LOWEST cost per lead. Your cost of marketing should be the LOWEST on Events/Shows than any other advertising source. **A very good cost of marketing for Events and Shows is 7% or under. (Cost of the Events and Show is \$7,000 for every \$100,000 in net sales)**
- Your Cost per Lead is important, but your Cost of Marketing is MORE Important. There may be Events you enter where you don't get very many leads, but your sales team closes them. **A \$500 Event may generate only two appointments at \$250 per lead, but two sales and \$14,000 in revenue equal a 3.5% cost of marketing.**
- Your Event Coordinator is going to be one of the MOST important employees in your operation. **They should be compensated accordingly, and their compensation package should entice them to BUILD A TEAM so you can get into the most amount of shows and generate the most amount of appointments year-round.**
- Part of Phase I of your Marketing Model is to hire an Event Coordinator who will research and get you into as many Events and Shows as you can afford. **They should report to the Marketing Manager, GM, or Owner.**
- An example of a Job Posting for an Events Coordinator is on the next page for you to use. Just copy, paste, and fill in the appropriate parts for your Dealership.

EVENTS COORDINATOR "JOB POSTING"

Events Coordinator - City, State

Company X is seeking an Events Coordinator in our "City" office. In this role, you are responsible for finding new events to ensure that event sales and gross profit goals are reached. This position is tasked with developing demonstrators through effective coaching, mentoring, motivating, training and accountability. As the administrator and coordinator, you will provide the necessary planning, organization, direction and control of each event scheduled. Reporting to the _____, the Events Coordinator will be responsible for the a team of direct Reports.

Responsibilities

Compensation:

Salary range is \$_____ depending on experience with a bonus plan.

Commission: _____

Benefits: _____

FINDING THE RIGHT EVENTS COORDINATOR

- Finding an Events Coordinator can be difficult, but the best Events Coordinators are Type A personalities (Go, go, go people who are detail oriented, organized, and can multi-task. They will be expected to work most weekends, so usually most dealers give them Monday afternoon and Tuesday completely off.
- **Make sure you ask during the interview about working weekends. If they aren't sure about being able to work weekends, then they AREN'T a good candidate.**
- You are looking for someone who is organized and can stick to a weekly schedule. The Event Weekly and Monthly Calendar is on Page 13 and your Events Coordinator needs to manage the day-to-day schedule.
- You want someone who is entrepreneurial, highly motivated, and wants to make money. Are they willing to work lots of odd hours? Set-ups and tear-downs for multiple shows can take up a decent amount of their time.
- Once you have a few interviews lined up, make sure you are up front and honest about the expectations you have, the metrics that they will be held accountable for, the training they will receive from you or your Marketing Manager, and that this is a growing business where if they do really well they will have the chance to make a lot of money and be successful.
- Make sure they have prior experience managing people. We are in the "People" Business where the quality of your staff can make or break your marketing efforts. Eventually as you grow your Events Department, this person could end up managing 4-6+ Demonstrators. Do you see them being able to handle that responsibility?
- **A common pitfall is hiring an Event Coordinator who sets up, tears down, and works ALL of the shows. You will burn them out and they will feel under-appreciated even if they are paid well.**

BACKGROUND CHECKS & HIRING TOOLS

- Your Event Coordinator will be driving company-owned vehicles or will be driving their own vehicle to set up and tear down shows during business hours. Please be sure to at least do a basic background check on your state's government website to make sure they have a clean driving record.
- During the interview, have the candidate take the DISC Profile Test at the website below...it's \$60 well spent! Better to spend \$60 to find out they are the wrong person than 2 weeks+ of payroll.
- On this test they CAN NOT view their results, but you are looking for a High D and High I Personality. You cannot base your hiring strictly on the test, but it's a tool that tells you how much the candidate's qualities would fit the position you're looking to hire.
- The test isn't a guarantee, but it will tell you if the candidate has qualities that are definitely the OPPOSITE of the qualities you're looking for in an Event Manager. www.thediscpersonalitytest.com

EVENTS COORDINATOR COMPENSATION

Typical Compensation Package =

Salary is a Base Pay per week + % override of net Events/Shows sales

Example: \$600-800 per week + 1/2 % of net sales when sales hit Tier 1, 3/4 % when sales hit Tier 2, 1% when sales hit Tier 3, and 1.5% when sales hit Tier 4 every month. (Net Sales Tiers depend on your own Revenue Metrics)

Salary: \$600 per week = \$31,200 base pay

\$700 per week = \$36,400 base pay

\$800 per week = \$41,600 base pay

(Pay based on experience)

Tier 1: \$25,000 net Event sales for the month 1/2 % = \$125 Bonus

Tier 2: \$50,000 net Event sales for the month 3/4 % = \$375 Bonus

Tier 3: \$75,000 net Events sales for the month 1% = \$750 Bonus

Tier 4: \$100,000 net Events sales for the month 1.5% = \$1,500 Bonus

- Once you feel comfortable that you have the right Events Coordinator in place, and they produce results, then give them the opportunity to earn a full 1-1.5% on all Events net sales without any tiers. **They can do the math very easily in their head and know that if their Event teams generate appointments that lead to \$500,000 to \$750,000 in Event sales annually, that's an extra \$5,000+ to \$7,500+ in their pocket for the year.**

- In order to be the most efficient, your Events Coordinator and your Confirmer need to be on the same page and have procedures in place to develop the leads or appointments that are set at the shows. **Organization is key between these two positions so that leads don't slip through the cracks, where they never get called to set an appointment, and appointments never get confirmed to be issued.**

BRAND AMBASSADORS

Best Places to Recruit Online – Indeed.com, LinkedIn, Facebook, etc.

If you have trouble, go to Facebook and type in: **“BRAND AMBASSADORS “YOUR CITY OR STATE”**

Click “+ Join Group” and then you are allowed to post your job opening.

Post a Job Opening

(Your business) is looking for professional Brand Ambassadors who have reliable transportation, can work weekends, and wants to make \$18-\$20 per hour plus bonuses. If you're interested, please contact _____ at _____.

Thanks for your consideration.

EVENTS & CONFIRMATION METRICS

Your entire Events Model is built on Metrics that have been proven to work and it all starts with appointments set per hour. How successful your team is on this metric is KEY.

For every 1 HOUR WORKED should have 1 SET APPOINTMENT.

Out of 10 APPOINTMENTS issued to a Field Rep, that Rep should Demo 80% of them. The Sales Manager needs to hold his/her Reps accountable for this number or they attend “Re-Training.” The Owner needs to hold the Sales Manager accountable for making sure their Reps hits these numbers.

****Some Events will produce more leads and more appointments than others, but these metrics are all averages.****

FINDING EVENTS & SHOWS

****Please don't say that you don't have any Events to get into unless you've done all of these searches first.****

Resources to find Events and Shows on the Internet:

1. Google Search Key Words

****Search both on a Desktop & your Mobile device-the results will differ****

- Type in "Events YOUR CITY, COUNTY"
- Your competitor's websites (Sometimes they post their Events)
- Cutco Website (The knife company goes to great Events)
- Go to your Biggest venue's website and look at their schedule
- Facebook – Type in the same keywords up above

2. Speak with the people who staff the venue

3. Speak with the company who runs the shows

4 INGREDIENTS NEEDED TO SET THE APPOINTMENT

- They **MUST** be Homeowners. - **NO RENTERS**
- They **MUST** have a definite need or interest.
- They **MUST** have an income.
- They **MUST** agree to an appointment time.

All homeowners must be present and the date/time of the appointment must be agreed upon.

Don't set an appointment for a time the customer doesn't want or doesn't know about. It will only make your confirmer upset. Bring it back as a callback for the Call Center to set.

MANUFACTURER'S DISCOUNTS AT THE SHOW

Right now (customer name), this could be the biggest sale of the year. We are running our direct manufacturer's promotion, and what they are doing is helping us move more products.

This will allow us to set and secure an appointment for attending consumers at this venue. We are able to offer you this coupon right now (for \$500) if you move forward in setting the appointment at this event.

Check # 00100025	
Expires October 31, 2017	
This coupon redeemable for:	SAVE \$500
_____	OR 12 months same as CASH**
Memo: Installed in as little as ONE DAY!	Owner's Name _____

You must have a direct coupon like the one above to hand to the customer at the event.

Two things should happen at this point:

- Either they will set the appointment
- They will transition into Phase 2: Instant Gratification on the next page...

INSTANT GRATIFICATION

Let me ask you a question...

Are you folks going to do this project? (Yes or No)

Would you say you're looking to complete it in the next 3 to 6 months? (Get Answer) Great!

The reason I ask is because we are having our drawing on Monday and surely if you folks had your name drawn that would probably help you move up your decision to do this project sooner rather than later?... Wouldn't you agree?... Great!

Let's get you signed up and good luck!

"LARIC" - HANDLING THE OBJECTION

It is much easier for a potential customer to say, "No" than to say "Yes." The best representatives are prepared to overcome any objection.

L - LISTEN

- Allow the customers to speak while you listen. Many times they will provide you with information you didn't have before and give light to exactly how to close them. This is where improvisation begins.
- While the potential customer is talking, DON'T catch yourself thinking ahead to what you're going to say. Listen and think of a direct response.
- You're having a conversation, so be conversational.

A - AGREE

- "I understand." This statement shows empathy, shows that you care, and puts the customer at ease so they will feel comfortable with you.

R - REINSTATE

- Repeat the objection. "I understand how cost would be one of your first concerns," is a good way to respond to "How much does it cost?"

I - ISOLATE

- Overcome each objection individually until there is nothing left to keep you from offering (and to keep them from setting) a Consultation.

C - CLOSE

- Assume they want an appointment. Get their information and set it!

OVERCOMING THE PRICE OBJECTION

The most common objection you will hear is the PRICE OBJECTION. Anticipate this objection every time and treat it as an opportunity to close!

"How much does it cost to do something like this?"

"I understand that price would be one of your first concerns..."

- Without seeing your gutters first, you can see how it's impossible for me to give you any kind of price here without misleading you...
- Our price isn't just based on what meets the eye. We also will update your existing gutters if need be, and we can't factor that into the pricing until we see your gutters first.

- We offer different options that can be customized to your needs and budget. We have simple options for the value-minded, options for all the bells and whistles, and everything in between. Without one of our Representatives sitting down with both of you, I wouldn't know what fits your desires and needs

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“Well just give me a ballpark. What’s the least expensive and most expensive?”

“I understand that price would be one of your first concerns...”

- “...Honestly, with everything that can come into play with your area, the ballpark is so broad. Giving you a price here would do nothing else but give you an inaccurate idea of the value of what we can do for you...”
- “Lead into the close: “...but I'll tell you what I can do. I can have my Rep out in your area as soon as we can and he or she can give you that price you're looking for in writing. The best part is it's FREE and there's NO obligation.”

OTHER COMMON OBJECTIONS

“I don't have the money to do this right now”

“I understand completely. We don't come out with the promise of any work. We're simply coming out to give you exact ideas for if and whenever you get around to doing this. Our quotes are locked in for ____ months/year.”

“I have to talk to my wife/husband/partner/significant other, etc. first.”

“Absolutely. We actually need you to do that before we can come out anyway. We recommend that all homeowners and anybody who has an opinion about the project be present for our FREE consultation. Just so I know, do you two normally work days or evenings?”

“I'm not looking to do this for 6 months.”

“I understand. If you don't mind me asking, what is it that's going on until then?”

- If money is the issue, go into flexible funding options.
- If scheduling is the issue, dig deeper and find out their typical availability.

Describe in depth our appointment times if necessary.

- If going on vacation, ask where, when they leave, and when are they planning on coming back. Get their info for a callback and a time to ring them. Try to set the appointment if they aren't leaving for a few days.

“Oh, that soon!?! Part of our main clientele includes people who are simply looking for ideas for if and whenever they start this, even if it's with or without us. Regardless if you plan on doing this now or down the road, we help you to get an exact idea of what you want to do when the time comes through our FREE, no-obligation consultations.”

“How long does the estimate take?”

“Honestly, it all depends. We want to make sure you don't have to run off to anything directly after so we have time to answer your questions, usually it takes no more than 60-90 minutes to get you an exact price.”

“Who comes out to actually do the work?”

“A certified installer. We DO NOT subcontract. Our installers go through a factory-certified installation process at our Manufacturer's Corporate Office.”

WHEN IN DOUBT ON HOW TO ANSWER A CUSTOMER'S QUESTION

DON'T EVER LIE OR MAKE SOMETHING UP

"That's a great question but I honestly don't know the answer. Let me write that down on your appointment notes so that our EXPERT Design Consultant can answer it when they come out to see you on your FREE Consultation. They go through specific training and are more experienced to answer that question than I am. Our goal is to get you the correct answer not the fastest one."

EVENT CONFIRMATION SCRIPT

Hi, may I speak with (customer name)? This is (your name) with (your business). We just wanted to call and say thank you for stopping by our booth at the "XYZ Show."

I understand that you really liked the (whatever they were attracted to). Sorry to interrupt your day, but I have some great news for you...a little luck is always a good thing. We had our drawing from the Show on Monday and CONGRATULATIONS, you were one of our \$1000 off winners!

With that being said, we have a representative in your area that would like to come out and inspect your gutters. It helps provide you with a little education to be able to take advantage of your \$1000 off certificate.

I have a 5:30 or 6:30 on Tuesday open for you. Which would you prefer?

This 3-Phase Philosophy is recommended in every application.

1. Manufacturer's Direct Discount (\$500)
2. Instant Gratification (Sign up to Win \$1000)
3. Methodology – Give Pricing

PROMOTION PROMOTION PROMOTION

- How do you like it? We've got a great **PROMOTION** going on right now. Sign up to win the drawing where on Monday we draw 20 people and each person wins \$1000 off their gutter product.
- Did the person you spoke with at the show tell you about our **PROMOTION?**
- Hi, I'm Mark from (your business). I'm here to help you find the gutter topper product you need. Our Manufacturer's promotion they are running has me booked out for the next three weeks. Did the person who confirmed this appointment tell you about our **PROMOTION?**

The customers need to hear a consistent message from your Representative. By the time the Rep sits down to ask for the order the customer is well aware of the promotion.