

## NC2R™

### (New Construction to Replacement) Seminar

The business has changed. New Construction, the gold mine of the first half of the decade has lost some of its shine. In some markets, that sector is off 30% or even more. Contractors are looking to the replacement market for dollars to cover overhead and support their crews that were involved in N.C. If that move is not considered carefully, most will not enjoy success in that arena. Here then are some ideas that need to be addressed when planning this move.

- ✔ **It starts at the top:** Management must embrace the fact these two markets are unique, and have different characteristics, needs, overhead (especially overhead!) and pricing. We will discuss how the replacement market needs to be addressed, how to profit in that sector.
- ✔ **Employees:** They must look, act and even think differently in the replacement market. We look at what they must look and act like.
- ✔ **Uniforms:** Yes, gotta have them. More than clean shirts and pants, they must be attired in professional looking outfits, because we are professionals.
- ✔ **Vehicles:** Along with uniforms, the vehicle is a traveling billboard. They help form the vital first impression. Make it a good one, how to look at the rolling stock.
- ✔ **Marketing:** Must be focused to the segment of the population that needs (and can afford) your goods and services, to help them with comfort issues.
- ✔ **Advertising:** How to get the phone to ring, what offers will separate you from the masses.
- ✔ **Financing:** This is not a planned purchase. They need your help (*and a quick, easy, financing package with options*) to enable them to invest in a comfort system that will help them be more comfortable in their home. You must offer financing on each call, more than one type.
- ✔ **Selling System:** Much more than estimating, we must have a system that enables us to discover what the customer needs, how to package our goods and services to meet those needs, and how to handle the common objections.
- ✔ **Office Support:** The office must know what to say, what not to say. We need to find out how the customer got our name, what they know about us, all the details.
- ✔ **Internet Marketing:** How to set up a presence on the internet, ways to increase customer retention, bring in new customers, all very efficiently and economically.