

Profitable Conversations

Qualify prospects, handle price objections with confidence, and protect your margins without losing good clients.

The "Price Myth" - Most business owners believe they lose jobs because: "Our price is too high."

In reality they lose jobs because:

- value isn't communicated.
- the wrong client was quoted.
- expectations were unclear.
- they negotiated against themselves

The Three Types of Enquiries

* A Grade Clients <i>Ideal work Ideal Client</i>	B Grade Clients	C/D Grade Clients
value quality value expertise lowest stress highest margin	<u>need guidance.</u> price aware but reasonable. <i>Sales Process / Customer Journey</i>	price shoppers time wasters rarely profitable

Don't build a premium business serving C clients, its hard work!

Quick Qualification Questions

Just so I can help you best would it be okay if I ask you a couple of questions.

Before quoting simple questions that are easy to answer and reveal important information → *Sales Process*

Examples

- What prompted you to contact us?
- What outcome are you hoping for?
- Have you done a project like this before?
- What timeline are you working to?
- Have you set aside a budget for this?

Builder/Project Examples

- Where are you planning on building?
- Are you the property owner?
- How big do you want
- Do you have a design in mind?
- When are you planning on having it completed by?

This reveals: seriousness --> expectations --> potential problems

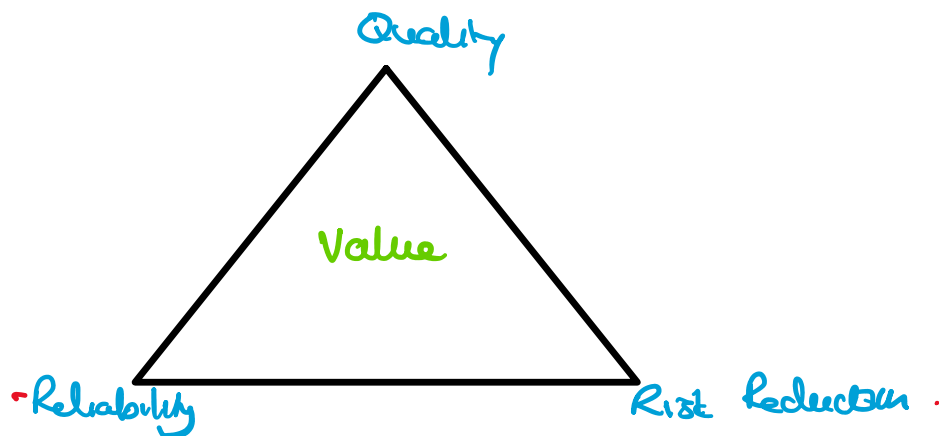
The goal of qualification is not to win every job.

The goal is to only invest time / quote the right jobs.

The Value Triangle

When clients compare price, they need to consider:

1. Quality
2. Reliability
3. Risk Reduction



Cheap providers usually sacrifice one of these.

Your role is to help clients understand what they are really comparing.

Charging for Quotes (GET - CONVERT)

Quick Estimates vs Detailed project pricing

Example script:

"We're happy to provide a quick estimate which will give you a broad idea of

the likely cost.

Alternatively, we can prepare a detailed quote so you know exactly what's included what it will cost and how long it will take."

If they choose the detailed option:

"Great choice. As you can appreciate, preparing a detailed quote requires a fair amount of planning and costing, so we charge a small fee for this service.

The good news is ^{when} you decide to proceed with the project, we credit that amount back to you. This filters serious clients.

Quoting what's your hourly rate?

- Job value = \$20,000
- 10 hours quoting
- Client never proceeds.
- Your real hourly rate = \$0

What is the most common objection you hear?

(GET - CONVERT - OVERCOMING OBJECTIONS)

Examples:

- "Your price is too high"
- "We're getting other quotes"
- "We need to think about it"

Objection Framework 1

1 Acknowledge

2 Clarify

3 Reframe value

4 Reposition.

I agree.....

Are there any other reasons besides?

If...(reason) would you be OK to go ahead?

If No -ok there must be another reason, can I ask what it is...?

If yes ...then let's invest some time looking at..... (Reason)

Would it be OK if I outline what we need to do to get underway?

Take Aways

- Better conversations = more sales
- Qualification protects time and margin.
- Not every enquiry deserves a quote.
- Confident conversations attract better clients.

Actions for the week

1. Introduce qualification questions.
2. Start filtering poor enquiries.
3. Use the value framework when discussing price.

Membership Resources www.getdokeep.com.au

CONVERT

- 9 Plug & Play Templates
- Sales Process
- Your Price is Too High
- Charging for Quotes
- Overcoming Objections