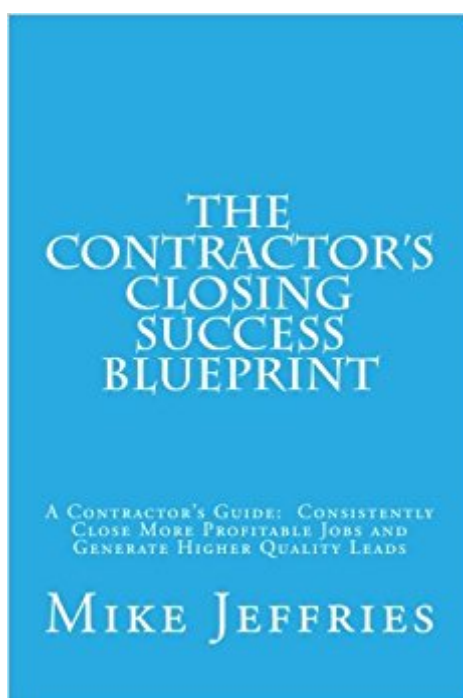


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# The Contractor's Closing Success Blueprint: A Contractor's Guide: Consistently Close More Profitable Jobs And Generate Higher Quality Leads



## Synopsis

Of all the headaches contractors have when it comes to lead generation, marketing and sales, closing prospects and generating quality referrals - Which one is Bugging the Heck out of You? • You're spending \$300 or more per month on advertising and marketing to generate leads and you desperately want to leverage that cost to get a better return. • You're closing less than 50% of your sales calls. • You've lost jobs to bozo competitors and hackers...AND you know they are not as good as you. • You're cutting your price more than 40% of the time just to be in the running to get the job. • You find yourself giving honest estimates to too many people each week who only want the lowest price. • You feel insulted when people want to haggle over price. (Because you know your price is right for a quality project or system that will last). • You wonder how you can respond to this question without lowering your price and still get the job? • "Gee Bill we like you but do you have any give in your price?" • The Contractor's Closing Success Blueprint- A Contractor's Guide to Consistently Close More Profitable Jobs and Generate Higher Quality Leads is a real world guide that will put you on the road to success. It's basic blocking and tackling. In fact, as you review and study this program you may find yourself saying, "Hey...we already do that" • Chances are you probably are doing some of the things in this program. But here's the difference. You either don't do them all...or you don't do them consistently...or in the right order...or with the wording that we've developed through testing and implementation since 2002. You may also think, "Gosh, this is common sense" • Common sense is not common practice. Now it is time for you to make the commitment to put it into practice. Mike Jeffries is the managing partner of Rivers of Revenue, LLC. Since 2002 he has worked with hundreds of residential and commercial contractors and service companies. In this simple to implement, easy to understand, complete program that will allow you and your sales team to: First - increase your closing rate by 10%-50% almost immediately. This is not hype or theory. This rate of increase is common when his clients implement the tactics and strategies in this book. Second - generate more leads and better quality leads, from your current website, ads and marketing, without having to spend any more money than you're currently spending (or planning to spend). In a nutshell, Mike walks you through, step-by-step, the exact, proven, field tested tactics and specific action steps that his clients use every day to close just about any profitable job they want. These tactics and action steps will allow you to: • Consistently overcome the price objection and other common objections • Take all the guesswork out of your presentations • Have the confidence to close any profitable opportunity • Simply and easily increase your closing success without learning any slick sales training techniques or closing tricks • Know what to say...and NOT

say...when you meet the prospect • Confidently deliver the number • Properly follow up - without being a pest - and know when it's okay to walk away What real contractors who use these strategies have to say: • "As I mentioned we are on track in the 1st quarter of 2014 to exceed our sales for all of 2013. The system has been amazing. Out of the 5 prospects we have used the system with, I signed a construction contract and another three have signed design agreements." • - Jacob T. "Your programs have made it so much easier to close - in fact I raised my prices two months ago and haven't seen any change in closing rate. Awesome." • " Dalton T. Bottom Line: If you're ready to learn how to: close more jobs and leads at the price you deserve and start getting great referral leads from your customers, then this book is for you.

## Book Information

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## Customer Reviews

Finished reading it last night and it was well worth the read. While it doesn't provide any earth shattering grand ideas, it does provide exactly what it says it will - a Blueprint. It has some very good ideas that most would think are common sense - but we all know for a fact that most Contractors aren't using them and especially not in coordination & on a consistent basis. I work with companies that have structured lead & follow up procedures in place and some that don't and the difference is Night & Day! The companies that have these in place are closing over 50% and can confidently project revenues & plan 12-18 months out. The ones that don't are usually competing harder for lower margins. If you don't already have a framework in place for capturing leads, doing proposals, and following up, this book will help you create one. If you already have a process in place, this would be a very good "refresher" or reminder of the key areas that you should be looking at for

refinement. Thanks +Mike Jeffries for putting these ideas down in writing. I'm pretty sure that most Contractors can benefit a lot by taking the time to read this and the ones that implement the ideas will benefit greatly.

Mike Jeffries' invaluable book "The Contractor's Closing Success Blueprint" is a must read for any contractor. Jeffries serves up solid advice with no nonsense methods to successfully implement that advice. He takes the time to explain the reasoning behind his advice and why it works. This book will help you set yourself apart from competing contractors. It gives you insight into what the client wants or needs to hear making you the more comfortable reliable choice. This guide also helps you feel confident about your own pricing and work ethics. It is written in straight-forward language. Jeffries is one of us and must have contracting in his blood. Even if you have a great success rate for closing deals this book will undoubtedly offer a few more invaluable tips.

If you find your company competing on price and are having problems converting leads to sales then The Closing Success Blueprint is your guide to profitable sales. Mike Jeffries offers a clear and concise sales solution for your service based business. With years of practical experience helping contractors put The Closing Success Blueprint into action; Mike Jeffries has refined his Closing Success Blueprint into essential actions which are simple to apply and are very low cost to adopt. If you are wondering what your customers are thinking, Mike Jeffries has the answers. Mike Jeffries explains in detail the frustrations that customers who are buying services commonly experience. He also explains clearly with examples how to alleviate potential customers concerns and make your company the clear choice for their project. Weed out price shoppers and quite wasting time on unprofitable jobs. Read The Closing Success Blueprint today and get started on your path to closing more profitable sales. Ultimately, following The Closing Success Blueprint will save you a lot of time and help you make more money. Jay Morgan - Built-Right.com

Mike Jeffries has taken the mystery out of marketing for contractors. His systems help organize and professionalize contractors that may be great at their trade but do not have the background in business and marketing allowing them greater opportunities. Tony Catanzaro Regency Landscape LLC. Millington NJ

This book is great for anyone striving to grow their business. It is like a great toolbox you keep around to pull tools out of over and over again. The system Mike Jeffries helps you put in to place is

amazing for increasing sales. It truly makes you stand apart from your competition. We have been very pleased with the results of what we have learned and put in to place from this book. We certainly recommend it for anyone who has been struggling to figure out why their business hasn't taken off the way they had hoped or for a successful business who wants to take it up a notch or two.

Not bad. Can't say that I've found something really new about marketing but this book worth reading if you are in construction contracting, painting or remodelling business. Ideas are adopted for this niche, so you can save some time to implement them. I live in Russia and publishers don't want to release books in such a narrow niche here. It's sad.

What is simple, is not always easy. If it were - you'd already be doing it! What Mike teaches is simple, effective, and practical. The thing is, 90% of contractors don't practice what he is preaching. Dig into this book, grab one of the ideas, and get out there and implement it. Then rinse and repeat. You'll be amazed how small improvements (that Mike teaches throughout this book) can make a huge difference for your business.

I have operated my business for over twenty years, and clearly getting a good ROI on your sales and marketing is key to any business and it's not easy. This easy to understand book will help you. One good idea from this book can make you thousands in profit, and the good news is, you will find many good ideas within. For that, I recommend taking the time, and you will be glad you did.

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