

Your in-home sales presentation — a sample script and tips

In the “Selling In The Home Webinar — part 2,” we introduced the S.A.L.E.S. closing system, a proven method for handling consumer hesitations. Developed by Dave Yoho and Associates, S.A.L.E.S. stands for Silence, Affirm, Layer, Eliminate, and Solve.



In the webinar, you can hear how this example script works in a typical sales scenario. We’ve provided the text here so you can become more familiar with this approach for selling in the home.

This script for an in-home sales presentation leads you through consumer hesitations, demonstrates how the S.A.L.E.S. closing system works, and provides additional selling tips. Of course, you’ll customize details to reflect your consumers and your company.

Scenario

In this script, Mike and Kathy are the homeowners who are requesting a quote on a project. You are the salesperson, and have given them a total of \$10,312. In this example, your company offers a 5% discount promotion, which affects the total cost before financing.

Regarding promotional financing options, this script uses Synchrony Bank promotional menu B as the example.

Note: Credit is extended by Synchrony Bank.

Let Consumers Choose Special Financing Options

In the “Selling In The Home Webinar — part 1,” we talk about financing myths and the reality associated with each one. Now there’s one more myth that needs clarifying — let’s look at it.

The myth: Consumers are only interested in deferred interest/no interest if paid in full options, and I get the highest dollar sale with them.

The reality: When given the choice, consumers will pick the special financing option that is **best for them**.

Our research shows that in 64% of purchases, consumers select a special financing option other than deferred interest/no interest if paid in full.* And that option averages the lowest in terms of dollar sale amounts.

*Source: 2013 Synchrony Financial Home Specialty Industry (Home Improvement, HVAC and Spa) Calendar Year Results

In-Home Sales Tools and Mobile App

Be sure to use Synchrony Bank approved In-Home selling tools such as our **Payment Estimator** and **Promotional Option** materials. They are customized by menu and they’re an easy way to present **all of the financing options available**. This ensures that you are being transparent and allows consumers to select the option that’s right for them, whether it’s deferred interest/no interest if paid in full, or no interest/reduced interest.

You can calculate monthly payments on the spot with our **mobile app**, or use the In-Home **Payment Estimator** to show consumers what monthly payments would be based on their choice of special financing promotion and the approximate cost of their project.

When you make it easy for consumers to see, they often feel more comfortable with the choices. Keep this in mind and see how and when to use these tools in a typical sales scenario.

Sample Script

You: Mike and Kathy, we can provide all the customized work listed on the agreement for only \$10,312. I'm sure you can appreciate why so many families like yours have chosen ABC Remodeling ... because it's a great value, right? This is our everyday low price and is guaranteed for one full year from today's date. That means if we receive a sudden material or labor increase during this time, your price is protected. Is that fair to you?

(Consumer confirms)

You: Now we currently have a sale that entitles you to a full 5% off our everyday low price. Five percent is \$515.60 off the total, so that brings your total investment down to only \$9,795.40. This price is guaranteed for 30 days from today and offers an even greater value for the dollar. I'm sure if you were going to do this you would do it while it's on sale, right?

[Just to be clear, Synchrony Bank does not require a deposit, but you, as a merchant, may require one, so we're using that scenario here.]

(Consumer confirms)

Tips for Overcoming Hesitations

What to say when the consumer says, "We need to think about it."

- First, pause and create 4 to 6 seconds of **silence**, then **affirm** what you heard by saying "I understand."
- **Ask**, could you share with me why you feel that way?
- When they say, "We just need to think about it," affirm their answer again with "I understand" ... now involve the other party by asking, "**And how do you feel about it?**" Let's assume the other party agrees and says, "Yes, we're going to think this through!"

Eliminate Hesitations

Before dealing with this "think-it-through" hesitation, you have to **eliminate all other potential procrastinations** by saying, "other than 'just having to think about it,' is there anything else standing in the way of owning and enjoying your new product from ABC Remodeling today?" Then you can start to **solve**.

The consumer in this example responded with "We just need to think about it," which is a way to buy time. As a professional salesperson, you need to close on these hesitations. The "**is it ... ?**" **isolator** will convert this hesitation to articulation about money and/or term payments and put you back in a closing situation.

You: Let me show you how easy it is to get started. There are two convenient plans designed to fit anyone's budget. The first is our cash plan. ABC Remodeling would take a one-third deposit of \$3,265.46 with the order. Another one-third would be due when the work starts, and the last third when you are completely satisfied with the work done.

Plus, as I've mentioned before, we offer a credit card with special financing options too. We find most consumers take advantage of special financing options because of the flexibility they offer. Let's take a look.

[At this point in the conversation it's time to show your consumers the In-Home sales tools — discussed in more detail in the In-Home Sales Tools and Mobile App box on the previous page.]

As discussed in the webinars, it's best practice to present the consumer with all of the special financing options available in your Synchrony Bank menu, and let the consumer select the one that meets their needs.

In this example, we will assume that after reviewing all options in menu B, the consumer has selected plan 601, a reduced 7.99% APR and fixed monthly payments equal to 2.50% of promotional purchase amount, until paid in full.]

You: You've seen all the options and you've made a great choice in selecting plan 601. With this plan, you would start with a 10% deposit based on the total of \$9,795.40.

You: The down payment is only \$979.00 and then the balance of \$8,816.40 would be paid only after you are completely satisfied. The remaining balance of \$8,816.40, multiplied by the 2.50% monthly payment rate for plan 601, equals only \$221 per month — which can be paid off at any time within a 40-month payment period.

A conversation to convert hesitations might sound something like this:

Consumer: I need to think about it.

You: I can appreciate what you are saying, but just to clarify my thinking, do you like the color and style of the product you've selected?

Consumer: Yes.

You: I can also assume that you prefer the protection of our company warranty and the reliability of our service, right?

Consumer: Yes.

You: Well, the only concern left must be the price. Is that what's standing in the way?

Consumer: Yes.

[As you can see, asking a series of questions eventually eliminates the procrastination excuse and isolates the total amount as what was standing in the way of buying. Now we want to isolate how they would pay for it if they went ahead with the project.]

You: OK, so if you were to go ahead and do this project, would you use the cash plan or would you like to look at our credit card's special financing options?

Consumer: I'd probably use special financing options.

[The key to closing is staying in the area that you can control. You can't control time or timing, but you can control the consumer's perception of value based on the quality of your presentation. Sticking to the system will always bring the consumer back to money and put you in a position to close. Now you want to isolate the lowest common factors: deposit or monthly payment as the hesitation.]

You: OK, are you comfortable with the initial down payment of \$979?

Consumer: Not really.

You: Where would you be more comfortable?

Consumer: Less than \$500.

You: OK, so a deposit under \$500, right around \$300, would be better?

Consumer: Yes.

You: How about the monthly payment? Are you comfortable with \$221 per month?

Consumer: Definitely not.

You: I appreciate your feedback! I know you like what the product would do for you ... where would the monthly payment have had to be in order for you to feel comfortable?

Consumer: Our budget is really tight now, under \$150.

[Now the consumer has told you what they need in order to take the next step. Next, you want to isolate the hypotheticals and you can approach it like this:]

You: So if you could have gotten this whole project ... with all the benefits for \$300 out of pocket and around \$150 per month ... we would have done it?

Consumer: We would have been closer.

You: You've spent a lot of time convincing me that this is the product you want in your home! And when you do this, are we the company that you would feel comfortable with installing this product? If I could make this fit into your budget, could I earn your business tonight?

Consumer: Maybe ... I guess so.

[This is where our in-home sales tool and payment estimator can be used again to show all offers available to the consumer. It also allows the consumer to understand the total cost of financing. Place the menu B In-Home Special Financing Options near the consumer and have them take another look.]

You: Let's again review all of the promotional plans we offer. Here's the option that could make your project happen ... Promotional Plan 600, with a reduced 9.99% APR and fixed monthly payments equal to 1.25% of the promotional purchase amount — until paid in full.

With an initial deposit of only \$300 we will install your new custom project with no material or labor changes ... the same warranty for a monthly payment of only \$118.70 as follows: original price after 5% discount = \$9,795.40 minus the newly reduced down payment of \$300 = \$9,495.40.

Multiplied by this plan's 1.25% payment factor gives you a number we can round up to \$119.00 per month for 80 months. Does this work for you, and if so, can I earn your business?

Consumer: Yes, that's what I was looking for.

Conclusion

As you can see by this example, you don't have to drop prices to close deals. You can use the power of special financing options to create the urgency needed to close successfully.