

Avalon Roofing & Exteriors Selling System Manual



**“There are no shortcuts to any place worth
going”**

-Beverly Sills

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Step One

The Meet and Greet/Warm-up

The Purpose: Build Rapport

Overview

In any sale process it is essential to establish a connection that is built off of respect, trust and credibility. The simple fact of the matter, it is true in all buying situations. Prospects BUY FROM PEOPLE THEY LIKE.

Building a strong connection in the first 10 minutes could mean the difference between making the sale and losing the sale. A successful sales professional understands that this critical part of the process starts the minute you arrive and gain entry into the home. Do not under any circumstances undervalue the importance of the rapport building, or in other terms "melting the ice."

As human beings, we naturally have buyer's resistance, therefore it is typical for some prospects to resist any advancements from a sales professional until rapport is established. It is wise, as a sales professional, to expect this to be a natural obstacle. The most successful sales professionals within this step are looking to make a friend, undercover information by open ended questions and taking general interest in the customers wants and needs.

The process of creating a friend and listening to the customers wants and needs, relaxes the prospect. Studies have shown that most decisions people make are made within the first one to three minutes following your introduction. Due to this, your attire, appearance, posture and eye contact all pay a critical role in the Meet and Greet.

Our industry requires all sales professionals to understand the concept of creative selling. Creative selling is a dynamic approach that goes beyond your traditional methods to engage the customer in an innovative, memorable way.

Key Aspects of Creative Selling:

- 1 Problem Solving
2. Story Telling
3. Personalization
4. Visual and Experimental Elements
5. Building Credibility
6. Embracing feedback

Prospect Criteria:

1. The prospect has to own the home
2. There has to be a viable income source
3. Both parties are present during the appointment

Signs of a Potential Buyer:

It is critical in our sales profession to pay attention to buyers signs- Buying signs are subtle cues and signals from the potential customer that indicates their readiness to make a purchase. Recognizing and responding to such cues can significantly enhance your sales effectiveness. Examples of cues: Televisions, Home Theatre Systems, boats, jet skis, recreational purchases, pools, jacuzzi's. Ect.

Information Uncovering

The most effective way to uncover information is the use of open ended questions. Open ended questions play a pivotal role in sales for several compelling reasons:

1. Uncovering Customers Needs
2. Active Listening
3. Customer Engagement
4. Discovering Hot Buttons
5. Qualifying Leads (Customer Criteria to provide Demonstration)
6. Objective Handling
7. Providing Solutions

In summary, open ended questions facilitate meaningful interactions, uncover valuable information, and ultimately increase your effectiveness as a sales professional.

Getting All Homeowners Together

Getting all homeowners together in sales, particularly in scenarios involving residential home improvement sales, can be critical for several reasons

1. Unified Decisions
2. Clarity of Information
3. Transparency and Trust
4. Legal Requirements
5. Reduced Miscommunication.

If you cannot meet with both homeowners it is absolutely necessary to reset the appointment for a date that both homeowners are available. Controlling this situation is absolutely critical to the process and your effectiveness of a sales professional. The inability to understand this concept will directly impact your earnings and reduce the number of sales you generate.

After establishing that both homeowners are present for the appointment, it is important to immediately position the prospects in a comfortable location in the house and if you can up a triangular position. If for some reason, one of the homeowners is present but will not allow you time present, it is critical that you end the appointment or try to reset the appointment when both parties have availability. Avalon Roofing representatives will not give one party demonstrations.

The YOU Factor:

The You Factor is exactly how it sounds, it is your personality within the sales process. As mentioned above, prospects are most likely to buy from people they like, trust and respect. The key dynamic to our business is our ability to create a long lasting relationship. Not only does this increase your effectiveness as a sales professional but this is directly related to repeat business/referrals.

It is advised that when meeting and creating rapport that you are sincere in your approach, listen carefully, address the wants and needs of the customer with a tailored solution. With all sales professions, you need to be able to sell yourself before you present a solution. The product solution and the company story are important but do not undervalue the “You Factor” that you provide the customer within their experience.

Approach Statements:

There are several introductory statements that are simple, and effective:

- Hello Mr (insert customers last name)...I'm John Doe with Avalon Roofing.... How has your day been so far....? May I come in....?

Difficult Approach Statements:

Every so often, you will find yourself in a difficult approach scenario and it is important that you are prepared to make a tough entry statement. Example of difficult approach statements:

- “Mr (insert customers last name) we have introduced an exciting new option (introducing some benefits) that is helping homeowners much like yourself, since i've made a special trip to see you today, let's see if our new product could help your family...”
- Mr (insert customers last name) with making a special trip out here today, and you wanting to eventually update your home- i'm sure it wouldn't hurt to see what we have to offer down the road...right?

The Meet and Greet Pledge:

It is important before moving forward with the presentation that you commit the customer to being in the home for an extended period of time. Please see example below:

- Mr and Mrs (insert customers last name) after being in the home this long, I'm sure it would take a natural disaster to get you out of here...?

Step Two

The Evaluation/Inspection:

The Purpose: Create Urgency

This step is designed for the rep to continue to earn credibility through an interior and exterior evaluation of the existing roofing system. The more information you know

regarding the issues with their roof, the more the prospect will appreciate your solution or suggestion on how to solve their problems. Within this step, the representative will also be assessing product potential and securing measurements for prospects homes.

An effective sales representative will seek to involve the customer in the inspection, that may be asking the customer to get into the attic, move around the home with the customer and point out issues or problems from the ground. The point of evaluation is not only to be able to assess damage and provide a solution but to build urgency on the timeframe of getting the roofing system upgraded to protect the homeowner from future disaster.

Four Basic Things that all Representatives should be looking for:

1. Condition of the existing roof, gutters, and ventilation
2. Signs of Leaking
3. Signs of lifting shingles
4. Ventilation Issues

Common Roofing Issues that Homeowners Experience:

These are true on almost every home that our representatives will visit

- Leaks
- Shingle Damage
- Granule Loss
- Poor Installation
- Moss and Algae Growth
- Gutter Issues
- Ice Dam Problems
- Rot and Decay
- Ventilation Problems
- Lifting Shingles
- Buckling/Blistering Shingles
- Spider Cracking
- Signs of Leaking inside Attic Cavity
- Aging

In order to give an effective evaluation the representative must understand a few basic exterior and interior roof functions: as human beings there are only four things that we can control:

1. Product the prospect decides to use
2. The person the prospect hires to install the product

3. Ventilation
4. Insulation

The Importance of Roof Ventilation:

In everyone's home there are functions of the home that can create ventilation issues, if the roof is not ventilated properly. These functions can cause devastating moisture build up in the home. The natural process of heating and cooling the home will also create condensation in the home. It is imperative for all roofing systems to have a balanced ventilation system to combat these natural occurrences.

The most effective product that can be used to assist the homeowner in preventing these kinds of natural occurrences is a premium ridge vent system. The ridge vent system at the highest point in the roof, with a healthy soffit intake will create a continuous intake and exhaust cycle that will keep the air moving within the home.

The US Department of Energy predicts that 9 out of 10 homes suffer due to poor ventilation. Poor ventilation can not only impact longevity of the home but can also impact the energy efficiency of the home, causing the customer to spend more on energy bills.

During summer months, it is not uncommon for improperly ventilated roofing systems to see temperatures of excess of 160 degrees. At night, when it cools outside- gravity will push this excess heat through the insulation, and into the living area of the home. Increasing the use of the AC unit for the home.

During winter months, when the hot air generated in the home rises- it will collect and create condensation within the attic cavity and eventually cause a magnitude of interior attic issues. The percentage of heat loss through a roofing system is 42%, with this significant amount of heat loss, the furnace continues to run- increasing the use of the furnace.

Signs of Damage Related to Improper Ventilation:

- Granule Loss/ Buckling Shingles
- Cracked Structural Beams within the attic cavity
- Mold
- Mildew
- Rusty Nails

- Stained Insulation
- Delaminated Wood Decking

Evaluating the Roof System:

In our industry it is always effective to perform a thorough interior and exterior evaluation to assess the damage and product potential to solve the issues, All evaluations must include the following:

Exterior:

The exterior evaluation will help the representative determine the level of existing removal, and the condition of the existing roofing system. Issues that you may find that will need to be presented to the customer:

- Leaking
- Granule loss
- Blistering/ Buckling of Shingles
- Hail Damage
- Sever Moss or Algae Build Up
- Lifting Shingles
- Improper Install Issues
- Spider Cracking
- Poor Flashing Application

Example of issues that may be present during an exterior evaluation:

Leaking:



Granule Loss:



Poor Flashing Applications:



Buckling Shingles:



During the exterior evaluation, the representative will want to also assess the roof decking. If the roof decking is in sound shape, roof decking does not need to be included.

The roof decking will need to potentially be replaced due to soft spots or delamination of the roof decking. If the roof decking is in sound condition but minor isolated areas need to be addressed, that portion of the roof decking can be replaced only. If the damage is widespread it is wise to do a full tear off, and replace the majority of the roof decking

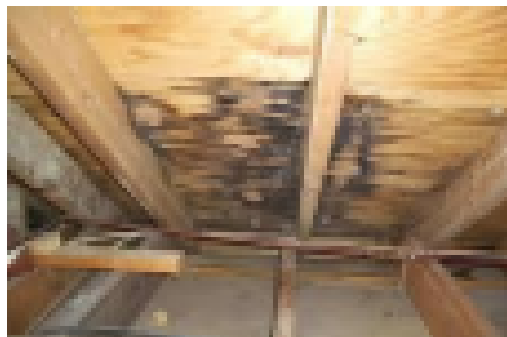
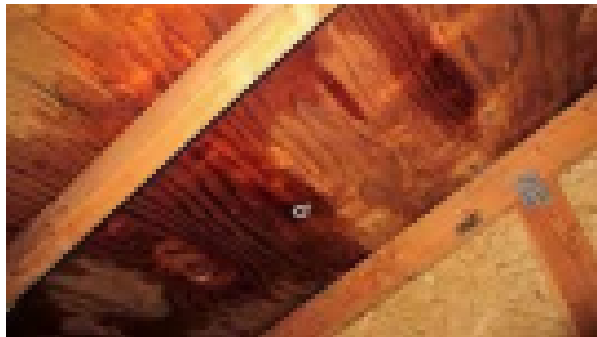
Interior:

The interior inspection will assess the underlying damage that has occurred due to the exterior evaluation. The interior evaluation will show the following issues.

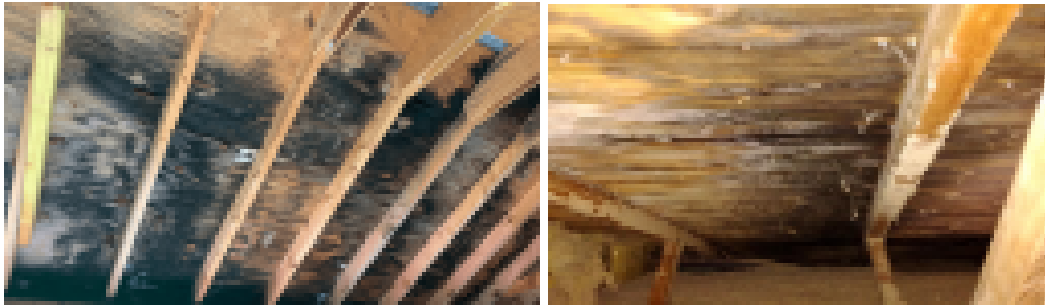
- Signs of Leaking
- Mold and Mildew
- Black Spots on Rafters
- Pest Infestations
- Rusty Nail Heads
- Delaminated Plywood
- Cracked Structural Beams
- Chimney Decay
- Saturated Insulation
- Soft and Vulnerable underside of wood decking

Examples of issues that may be present during an interior evaluation:

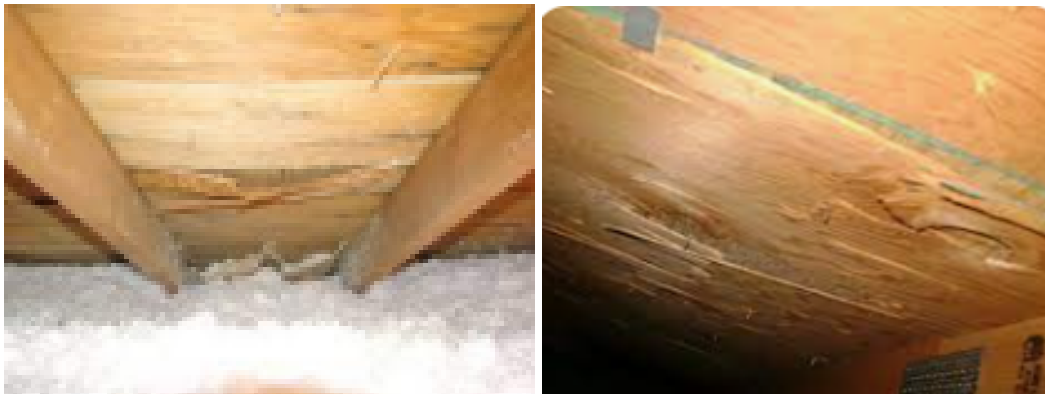
Signs of Leaking:



Mold and Mildew:



Delaminated Wood Decking:



Saturated Insulation:



Most roofing applications call for a solid wood surface for the application of the new roofing system. Therefore, it will be important for the representative to pay close attention to the type of wood that was used previously. If the previous decking application consists of dutch lap, space decking or cedar shake, it is required for the representative to recommend a full tear off and resheet/removal of the existing decking application (if cedar shake) to ensure a solid wood surface to apply the new roofing system.

Prospect Participation:

It is wise for the representative to continue to have a conversation with one or both parties during the evaluation. This will increase credibility but will also allow you to understand the wants and needs of the prospects on a deeper level. Some common questions to keep the prospects engaged:

- What kind of issues have you noticed with your roofing system
- Has there been anything that has prevented you from upgrading?
- What is your goal when time comes to address the roofing system?
- Are there any potential solutions that have intrigued you?
- How long have you been considering upgrading your roofing system?

The Evaluation Pledge:

“Mr and Mrs (Insert customers last name) based on our evaluation, I think we can all agree that your roofing system has some concerns and needs attention immediately, wouldn't you agree?”

Step Three

The Avalon Advantage/Company Story

Purpose: Add credibility to the Company

The Company Story:

Our objective is to present our company credentials to build trust in who we are and what we do. The prospects have to be comfortable and confident in our company to consider doing business with Avalon, TODAY.

Avalon has been in business for thirty plus years, bringing three decades of experience to the Home Improvement Industry. There is no secret to how Avalon has maintained a reputable name for three decades- we pride ourselves on our ability to provide an exceptional customer experience.

Avalon started out as a very humble roofing outfit, locally owned and operated. We have since become one of the most reputable, and respected roofing companies on the western side of the State of Michigan through hard work and dedication to the experience we provide to our customer base.

Important Talking Points During Presentation

- Thirty Plus Years of Experience
- Locally Owned and Operated
- Licensed, Bonded and Insured
- Competitive Financing Options
- Expert Installers
- Quality Control and Dedicated Service Departments
- Master Elite Contractors
- Presidential Award Winner
- Reviews

Customer Satisfaction:

We endeavor to deliver a smiling, helpful, positive professional outlook and attitude. We aim to treat all company personnel, future and past customers with respect, fairness and dignity, We strive to engage with our customers at a high level.

The Avalon Pledge:

- Actively engage with our customers to provide a positive experience
- Provide knowledge and accurate answers to customers questions
- Acknowledge customer concerns and keep customers informed about concerns
- Communicate clearly, and often to keep customers up to date on their projects
- Exceed customer expectations whenever possible
- Solicit customer feedback to improve our services
- Thank customers for choosing Avalon!

We know that satisfaction is a direct reflection of our effectiveness as an organization, and that's why customers can rely on Avalon for their roofing needs

Master Elite Contractor:

- A mark of roofing excellence. Only 2% of roofers in North America are invited to become GAF Master Elite Contractor
- It can't be bought, only earned through hard work
- Peace of mind- the job will be done right the first time
- Flexibility to warranty options
- Ability to offer North America's best warranty

Presidents Club Award:

What does this mean? The Presidents Club Award is a prestigious award given to only the best of the nest of GAF's Master Elite, Master Select, and Premium Coating Systems Contractors. Avalon Roofing has received this award by distinguishing ourselves at meeting stringent requirements in the categories of Performance, Reliability and Service.

How to Sell the Company:

It is important prior to moving on with the presentation that you receive a commitment to our company as being a company that they would consider for their roofing project.

- Mr and Mrs (insert costumes last name) would you have any more questions regarding my company?
- When it comes time to address the roofing project, would you have any reservations with using Avalon Roofing?

Step Four

Investment VS Expense/Price Conditioning:

The Purpose: Making Money Make Sense

Oftentimes when customers decide to upgrade their roofing system, their goal is to avoid any future damage or unforeseen circumstances that may arise with the roofing system. The unforeseen damage can include weathering, poor ventilation, natural wear and tear. All three of these can impact the overall health of the home.

A Healthy Roof is an Indication of a Healthy Home

In terms of protecting the home, there is no greater role than the roof. A failing roof through improper ventilation, weathering, aging or even insufficient insulation levels in the attic cavity can lead to soaring energy cost, weather that be heat loss or heat gain. All these factors contribute to the financial burden a family experiences in their home.

The Elephant in the Room- What does a New Roof Cost?

In order to establish a new benchmark for the roof cost, the representative will have to become familiar with using third party sources. Home Remodeling Magazine

issues a cost report every year for several home improvement projects, this study is referred to as the **Cost vs Value Report**

This study is by far and away the gold standard for roofing cost estimators. The Cost vs Value report provides the benchmark average cost for 22 home remodeling projects, they then send this bid out to 150 US Markets to establish the recoup, or the initial return within the first calendar year from the date the improvement was made.

Fiberglass/ Asphalt Roofing Options:

- National Average Cost: **31,755** with a recoup of **55.7%**
- All benchmark averages are based off of an average size home in the United States- 25 Squares.

Metal Standing Seam Options:

- National Average Cost: **51,795** with a recoup of **52.4%**
- All benchmark averages are based off of an average size home in the United States- 25 Squares.

As we may know, inflation plays a very large role in cost with any purchase made in life. Over the past 20 years, the cost for a new roofing system has increased by upwards of 10% each year and will continue to increase as the years continue to pass. The fact of the matter: roofing will never be more cost effective than RIGHT NOW.

There are many third party pricing sources that are credible on the internet but there is one other resource that would be given the golden standard label, This source is known as HomeWyse- HomeWyse in our industry is the equivalent to Kelly Blue Book in the car industry.

This source will provide honest cost estimations for homeowners specific zip code, size of roof, type or product and the shape of their home. This tool is very easy to navigate and extremely effective in this step, as well as negotiation.

Please see the “How To” examples below:

Fair Cost Guide - Standing Seam Metal Roofing

January 2024

Standing Seam Metal Roofing Calculator

Zip Code

49548

Update

Item details

#

Low

High

Material

Includes basic coverage quantities and typical overage. Excludes sales tax, delivery upcharges, and items not included in the description and notes.

2819 sq
ft \$22,167.02 \$31,626.41

Labor

Includes on site setup, site preparation, job completion, trash removal and work area cleanup.

160.6
hrs \$13,371.72 \$18,659.35

Supplies, Tools

Includes equipment allowance and supplies for preparation, job completion and site cleanup.

\$882.38 \$1,028.82

Total

Excludes sales tax, any applicable fees, dump charges, and costs for repair or remediation not mentioned in the work description.

\$36,421.13 \$51,314.58

Roof Surface Area 2640 square feet

Roofing Grade Basic - builder grade

Labor Medium cost labor

Roof Layout* Low slope, common shape

Fair Cost Guide - Dimensional Shingles

January 2024

Dimensional Shingles Calculator

Zip Code

49548

Update

Item details

Material

Includes basic coverage quantities and typical overage. Excludes sales tax, delivery upcharges, and items not included in the description and notes.

2723 sq
ft

\$7,285.10 \$10,394.06

Labor

Includes on site setup, site preparation, job completion, trash removal and work area cleanup.

115.4
hrs

\$9,510.14 \$12,296.63

Supplies, Tools

Includes equipment allowance and supplies for preparation, job completion and site cleanup.

\$719.76 \$843.76

Total

Excludes sales tax, any applicable fees, dump charges, and costs for repair or remediation not mentioned in the work description.

\$17,514.99 \$23,534.45

Roof Surface Area 2550 square feet

Roofing Grade Basic - builder grade

Labor Medium cost labor

Roof Layout* Low slope, common shape

Appreciating Investments vs Depreciating Expenses:

Purpose: Make the Money Make Sense II

This next portion of the Concept Selling System will deep dive into how to make the money make sense. Homeowners, if they could receive almost 100% of the cost of the improvement back in return, it would, oftentimes, dictate the product they decided to put on their home.

Understanding Appreciation vs Depreciation

Appreciating items are purchases that you make that increase in value over the course of time.

- It is a wise financial decision to invest money in appreciating items, due to the return provided later in time. It is also a wise decision to use a financial institution's money to make these improvements
- The reasoning is, if at the same point in time the items purchased with the money borrowed exceeds the amount borrowed in value it is a sound financial decision.

Depreciating items are purchases that you make that decrease in value over the course of time.

- An example of a depreciating item would be buying a car, and knowing that over the course of time that car will lose value. It is an unwise financial decision to borrow money from a financial institution to purchase unless you can pay the car off prior to the reduction in value. Most often, human beings refer to this occurrence as being upside down on their purchase .

Understanding Equity Appreciation as a Homeowner:

What is Equity Appreciation? Equity Appreciation is the increase in the value of an asset or investment over time. This term is commonly applied to investments, real estate, ect. When the market or asset's value rises, the equity with that item increases.

Equity Appreciation in our industry is related to the initial value of the home and the anticipated value of the home years later, on average most homes in all 150 US Markets experience an increase of 3 to 5 % of the equity appreciation per year.

Understanding Price vs Cost:

Most homeowners see no difference between price vs cost. As an effective sales professional we do not get these two concepts confused, and they are very different in definition:

- Price is what you pay for something **ONCE** (investment)
- Cost is what you pay for something **over and over** (expense)

Understanding Return on Investment: With Equity Appreciation in Mind

As mentioned before, homeowners are much more willing to purchase superior options when they know, for a fact, that the option purchased will return in full.

The simplest way in our industry to educate the customer on this financial potential, is to use their current home's appreciation factor with nothing changing for the

next 5 years, how much equity appreciation/ equity gain in their home would they experience.

For example: Using the appreciating percentage via zillow or above statistical data of an annual average increase on most homes of 3 to 5% on a home valued at \$225,000- what would the equity gain be with no outside contributing factors? Please see example below:

Present Day Home Value: \$225,0000 *always use 5 years for this example:

- Year 1 at 5% Appreciation: 236,250
- Year 2 at 5% Appreciation: 248,062
- Year 3 at 5% Appreciation: 260,465
- Year 4 at 5% Appreciation: 273,488
- Year 5 at 5% Appreciation: 287,163

Over the course of 5 years with no outside contributing factors, with an annual increase to value of 5% this home ha gained in equity \$62,163

To put this in perspective for not only the homeowner but the sales professional- if the benchmark cost of 2500 square feet roofing project cost \$31,755- this specific homeowner paid for investments in full in 3 short years through equity appreciation.

In almost any case, when using the above example, you can provide the customer the timeframe of when they will experience a full return on their investment, It is critical as a sales professional to review this data with the homeowner to be effective in their presentation.

The Investment vs Expense Pledge:

Mr and Mrs. (insert customers last name) after understanding how the roof is an investment into your home and not an expense- a wise financial decision would be to invest in a permanent roofing solution? Would you agree...?

Step Five

The Product Solution/Demo

The Purpose: To Give a Memorable Product Presentation

The Avalon Strategy: Effective sales professionals with Avalon Roofing will default to a very basic understanding of how to deliver an impactful, innovative product demonstration. The FAB theory- Delivering Features and Benefits with paying close attention to the benefits for the homeowner.

The FAB Theory is designated to educate on features but create value through benefits and advantages provided by our product line. The FAB Theory needs to be delivered with a sense of high octane energy to convince the homeowner that Avalon offers a superior solution to their wants and needs.

Avalon Offers Two Roofing Options:

- Premium Dimensional Asphalt Roofing System
- Upgraded Metal Stone Coated Roofing System

Avalon Roofing does not manufacture any of the components of these systems but does hold Master Elite Certification with our manufacturing partner and has the ability to offer one of the best warranties in the industry known as the Gold Pledge Warranty.

Our Premium Asphalt Roofing System offers a superior finished look that is far more aesthetically pleasing than your typical options. This option is far more competitive in most realms of the industry and offers a 3D finished look for homeowners that may be price motivated.

For the customers that are seriously considering the one and done permanent solution, our metal option is everything they desire.

The Advantages of our Premium Asphalt Roofing:

- Self adhering membrane installed on the most vulnerable sections of the roof
- A full encapsulation on all other areas with a premium underlayment to prevent leaking
- Strike Zone Technology Upgrade to ensure proper installation and nail placement
- Premium Starter Strip to help prevent Blow Off Potential and up Rake edges
- Timberline HDZ Shingles with Layerlock Technology

- DuraGrip adhering strip to guard against Blow Off Potential wind driven rains
- Balanced Attic Ventilation System to combat ventilation issues/energy bills/ premature deterioration
- Infused Copper Granule to combat Algae Growth
- Numerous desired color options
- Mater Elite Professional Install
- Extended Options with Warranty Coverages

The Basics regarding Asphalt Shingle Options:

Asphalt roofing is a popular option known for its durability and affordability. Asphalt shingles are made from a base mat, typical fiberglass or organic felt, coated with asphalt and covered with mineral granules.

- Types of Asphalt Shingles
 1. Fiberglass Shingles: These are lightweight shingles that are fire resistant and offer a good resistance to moisture and are commonly used.
 2. Organic Shingles: Made from an organic felt paper base material. This type of asphalt shingle is heavier in weight and more flexible but not fire resistant.
- Installation of Asphalt Shingles:
 - * Proper installation is critical for the longevity of the asphalt shingles. Asphalt shingles applications typically consist of laying of a waterproof membrane and overlapping shingles.
- Durability of Asphalt Shingles:
 - * Asphalt Shingles are considered durable and can last, if installed correctly, up to 20 to 30 years with proper maintenance. Fiberglass shingles tend to last longer than organic based shingles.
- Environmental Considerations of an Asphalt Shingle:
 - *While asphalt shingles are not the most environmentally friendly option, some manufacturers do offer recycling options.
- Color Options of Asphalt Shingles:
 - * Asphalt Shingles come in a wide variety of color options to match almost any aesthetics format of the home.

Key Components of the GAF Installed Roofing System:

- **Leak Barrier-** Snow/Ice Guard- helps prevent any water leakage due to ice dams or wide driven rains. This product will be installed in any areas that we consider as water (valleys and eaves)
- **Roof Deck Protection-** Highly durable but lightweight option that has increased water protection, fire resistant, and energy efficient technology/ properties
- **Starter Strip Shingles-** Weather protection, product prevents wind uplift, promotes longevity
- **GAF Timberline Shingle Option(s)-** Energy Efficient, High Definition appearance, enhanced curb appeal, DuraGrip and Layer Lock technology to resist high wind vulnerable areas of the roof
- **Balanced Attic Ventilation System-** Promotes extended roof longevity, allows for heat reduction, moisture control within attic cavity and energy efficiency.
- **Ridge Cap Shingles-** Supports Energy Efficient properties works in tandem with ridge vent system, prevents ice damming, promotes longevity of roofing system.

Accessory Options for each Component:

Leak Barrier

- Weatherwatch- Mineral- Surfaced Leak Barrier
- StormGuard- Film Surfaced Leak Barrier

Roof Deck Protection:

- Deck-Armor
- TigerPaw
- Verashield
- FeltBuster
- ShingleMate

Starter Strip Shingles

- Pro-Start
- StarterMatch
- QuickStart
- WeatherBlocker

GAF Timberline Shingle Options:

- Timeline HDZ
- Timberline UHD
- Timberline AH
- Timberline CS

Attic Ventilation:

- Ridgevent3

- SnowCountry
- SnowCountry Plus
- ExhaustVent
- RidgeRunner
- HipVent
- Intake Pro

Ridge Cap Shingle Options:

- TimberTex
- TimberCrest
- Seal-A-Ridge
- Seal-A-Ridge AS

Golden Pledge Warranty Information:

Avalon Roofing , Due to our Master Elite Recognition, can essentially offer any warranty that our manufacturer has available to offer. Due to our unwavering belief in our ability and the value of our customer experience, we offer the best warranty available to homeowners through our Master Elite Program known as the Golden Pledge.

Highlights of the Golden Pledge Warranty Coverage:

- Eligibility Requirements
Installation of GAF Shingles with 5+ Qualified Accessories
- Warranty Term for Shingle System:
Lifetime
- Smart Choice Protection Period:
50 years
- Algae Warranty Term
10 Years on StainGuard Labeled Shingles
25 Years on StainGuard Plus Labeled Sindles and Ridge Cap Shingles
30 Years on StainGuard Plus PRO labeled Shingles and Ridge Cap Shingles
- WindProven Warranty Terms:
15 Years
No maximum wind speed limitation with LayerLock Labeled Shingles
- Tear off (When necessary)
Covered

- Disposal (When necessary)
Covered
- Workmanship:
25-30 Years- Timberline UHDZ Shingles

Within the Golden Pledge Warranty there are limitations. Limitations would be considered any conditions resulting from anything other than inherent manufacturing defect (or their misapplication, if you have a Golden Pledge, or Silver Pledge Limited Warranty) are not covered. This includes, but is not limited to failure to install adequate ventilation

The Product Solution Pledge:

"Mr and Mrs. (insert customers last name) after seeing our product and understanding the experience our product lines can provide, would you have any reservations or would you be comfortable with using our roofing system?"

Step Six

Setting the Stage/Pre-Close:

Purpose: Establishing and communicating to the homeowner that we are going to ask for their business TODAY

Setting the stage is the most important activity prior to starting the negotiation. The customer has to be open minded to what we can offer in terms of promotions TODAY and this step is where we turn into closers:

- Mr and Mrs Customer, because this is a project that you will certainly do, if not NOW sometime soon....right?
- Because it is not a matter of IF, but when, let me show you how to take care of your largest asset and save a lot of money in the process.....
- If I can show you how to save a lot of money, or maybe work out a price or payment that fits within your budget... without creating a financial problem....
- Would you keep an open mind, and consider getting on the schedule TODAY

If the customer hesitates, and answers with anything but a YES- use the secondary stage setting statement:

- I can respect honesty, but as I may have mentioned before, we have special pricing that we are offering right now....
- So, please keep an open mind, and let's see what the price would be- fair enough?

Step Seven

Final Measurements:

Purpose: To be able to present a factual product package

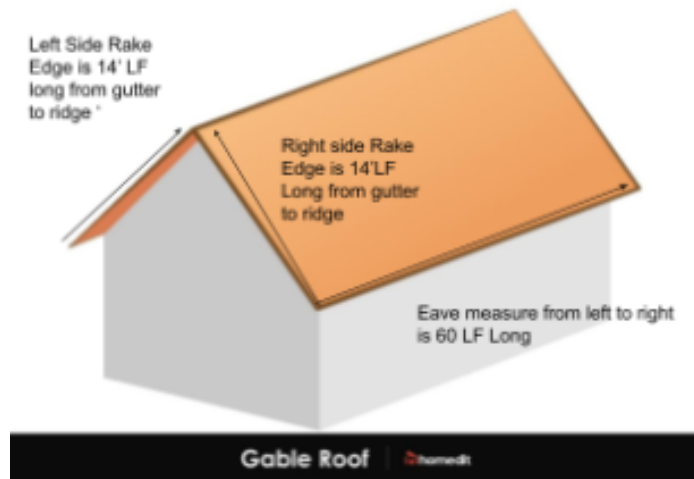
Prior to heading into the negotiation, it is wise to have all your measurements verified and provide a cost on factual measurements

In order to allow yourself time to finalize measurements and strategize, it is wise to step away from the presentation, do one final lap to make sure everything's in order and nothing is missed that could result in a situation where the project price presented is over discounted.

During this time, it is also a good time to review the pain points presented from the customer. Structure packages appropriately to address all issues detected and communicated during the presentation

If the sales representative finds them in a situation where the digital measurements are not complete or did not generate, it is wise to hand measure the building and add a waste factor to the final measurements Typical waste factors could range from 5% to 15% waste factor, depending on the complexity of the roofing system

*A 10X10 section equalling 100 square feet is considered 1 square of roofing surface
For example: Considering the sales representative is not at a home that is considered a Gable Roof



Gable Roof

This home would be hard measured at 28 LF X 60 LF= 1680 sq feet

Total square count with 0 waste factor = 17 squares

With 5% waste factor = 18 squares

This project can run at a total square count of 18 squares of new roofing materials.

Step Eight

Pricing the Project:

Purpose: Preparing the Price of Project, Understanding the Payment Range and Discounting

At this point in the process it is very critical that the sales representative prices out the project accurately. It is also appropriate, at this point in time, for the sales representative to find a payment range for loan terms and financing

Securing this information prior to negotiating will allow you the information to keep a confident, steady, engaged conversation while in the midst of trying to close the business.

Pricing the Project:

The rep should have either received the final measurements for the Hover App or completed his hard measure in order to price accurately. We will need to determine at this time, what the project speculations consist of and make sure we are pricing accordingly.

Does the roof need a tear off? Does the roof need additional charges for being a higher slope than what is considered walkable? Does the roof need any additional services to ensure a healthy roofing project for both the customer and the company? If the answer to these questions is a YES, then all will need to be priced accurately to prevent any confusion or lost wages at completion of the project for both the sales representative and the company.

Understanding the Benefits of Financing:

Due to Avalon offering roofing solutions that will protect the value of the home, these solutions must be considered an investment and an item that will appreciate with

the home value of the home value over the course of time. Due to this, lenders are more than willing to offer longer term financing options.

Most lenders offer easy payment plans with no early payment penalty, allowing flexibility in not only the term but the availability of paying the loan off sooner with no penalty.

Home improvement Loans can be paid, in most cases at any time, and typically have terms as short as 10 years or as long as 15 to 20 years. This can be a little off setting to customers but it is critical that the no early payment penalty is communicated in these instances. Allowing the customer the flexibility in reworking said loan with additional money down, or extending the load to find a payment that fits within their budget.

All sales representatives should emphasize the “ Easy Payment Plan” option to call customers, even if they are considered a cash customer. Cash customers should only be presented with a payment option, at final discount.

Preparing the Offer:

- Calculate the initial everyday price for the Premium Asphalt Shingle System
- Prepare a mid-term loan payment
- Prepare a long-term loan payment
- Prepare all pricing for all discounts to be presented to customers during negotiation.

Step Nine

The Negotiation/Presenting The Price

Purpose: Closing the Deal

There are 3 types of sales representatives in the industry: order takers, presenters, and closers. It is critical that all sales representatives are nothing short of closers, to be a closer you will have to be confident in your ability to negotiate, confident with the information, and listen intently in order to understand and overcome objections that will naturally arise during the negotiation.

Price and Payment. Payment First Strategy

In most cases, homeowners can buy anything at any time if they have the ability to finance the project within their financial budget. In order for the customer to make a

sound decision, they have to feel that the term or payment range provided to them will not create a financial problem and they can afford the monthly payment without hesitation.

The Fundamentals of Negotiation:

- **The Initial Price:** This price will be presented as the everyday price with the short term monthly terms associated at the price point presented
- **The First Discount:** The first discount is used to appease the prospect with a promotional savings and motivate them to buy today
- **The Second Discount:** The second discount is the most critical discount, this discount is a limited offer available today, the second discount must be conditional on the companies and customers availability and be justified in nature
- **The Final Offer:** The last available option to make the sale TODAY

Presentation of Initial Price:

Prior to presenting the initial price the sales representative will want to review the scope of the project, and romanticize the deal accordingly. This period of time is the time prior to showing the initial price to re-engage both parties and build some excitement regarding the project and solutions we can provide to the prospect for their home.

- Mr and Mrs Jones, I worked out something I think you are really going to like and far better than I expected.....
- For the premium Asphalt Roofing System with a lifetime warranty, 30 year workmanship warranty with the wind proven upgrade....
- I was able to work out an initial investment of only.... 31,755 with an aggressive monthly investment of only \$550 a month
- Price aside for a moment, how would 550/month fit into the current budget? Pause...
 - If the customer agrees that 550/month fits into the budget, you have isolated the payment needed
 - If the customer advises that it is too much the rep must reduce the payment but keep the payment with range of financing,
- Mr and Mrs Jones, I hear you loud and clear, I am here to fix problems, not create them, how would \$450/month fit into the budget? Pause....
 - If the customer agrees that \$450/month fits into the budget you have now isolated the payment needed.

- If the customer advises that is too much the rep must reduce the payment but keep the payment with range of financing
- Mr and Mrs Jones we appear to be heading in the right direction, but still a bit off from being comfortable, if you don't mind me asking how much too much am i off? 20-40-60 dollars off? Pause.....
 - Oftentimes, at this point, the customer will feel obligated to advise the representative how far away we are from finding a comfortable monthly investment for them to be able to entertain the project
 - The sales rep must paraphrase their preferred monthly investment back to the customer, to clarify the preferred monthly investment, we have now isolated the payment needed and advised the customer of the initial project cost. The next step in the process at this point, is to secure credit scores and down payment:
- Mr and Mrs Jones, I would like to ask a personal question, if you don't mind?
- If you were to rate your credit score from 1 to 10 with 10 being the best, where would you rate it? Pause.....,
 - Customer will answer with a number, if the customer states 7, representative must ask if that means "somewhere around 600"
 - Oftentimes, the customer will advise the representative of their credit
- Mr and Mrs Jones, Typically on projects like this, customers will put down anywhere between 10 to 20% or we will have a company minimum of \$500
- Which option would be most comfortable for you? Pause....

If the customer advises during the presentation of initial price, they are a cash customer, representative should follow the below script:

- Mr and Mrs Jones, I worked out something I think you are really going to like and far better than I ever expected...
- For the premium Asphalt Roofing System with a lifetime warranty, 30 year workmanship warranty with the wind proven upgrade....
- I was able to work out an initial investment of only.....31,755 with an aggressive monthly investment if inky \$550 a month
 - Customer replies we will not be financing- we will pay cash
- Mr and Mrs Jones, we have two types of cash customers
 - We have customers that put down 50% and the other 50% at job completion
 - Or we have customers that will pay in full for the project.
- Which cash customer are you?

- Almost 100% of the time the customer will advise they would like to do 50% now and 50% later

Transition into Package Justification:

- Mr and Mrs. Jones, surely with everything we discussed you had to think we were going to be around \$31,755...right?
 - The customer will almost always say “no” and then offer a price they were hoping to spend. The goal here is to within a closeable distance or gap between where they were hoping and our initial price
- Mr and Mrs. Jones, what were a few items that you liked about our system...?

Coffee and Cigarette Close:

At this point in time, the sales rep will engage in a conversation around the items Mr and Mrs Jones liked. This conversation is solely based on increasing value with the package presented, and minimizing cost with reducing value to reach a price point.

- **Value Increase:** Add up the benefits/ solutions of the package and advise them about the outcome of the experience.
 - After reviewing OUR roofing system, what are you hoping to spend?
- **Value Reduction:** Remove the items they appreciated and replace with inferior items that are far cheaper, reduce the length of the warranty that you can provide. Adjust to an inferior option
 - Mr and Mrs Jones in order for my company to meet your price point of \$25,000 we would need to give up some of the items used- which items would you be comfortable removing from the project?
 - Mr and Mrs Jones would you be willing to reduce some of the benefits to save a little bit of money?
- **Outcome of Experience:** The benefits of working with Avalon Roofing
 - Energy Efficiency
 - Exceptional Customer Experience
 - Master Elite Installer
 - A company you can trust with a proven track record.
 - Mr and Mrs Jones, I think we can agree, there is very little risk with authorizing Avalon roofing to go to work for you. Would you agree?

- **The Gap Difference:** Minimize the Gap between Price Points
 - Initial price- \$31,755 and the customer wants to only spend \$25,000
 - Reduce these numbers to a difference of only \$6,755
 - Divide this number by the length in months of a typical home improvement loan of 8 years: $\$6.755 / 96 = \70 a month difference
 - Divide \$70 / month by 30 days = \$2.34 a day difference.
 - Mr and Mrs Jones, I think we can all agree my project is worth every penny, I am asking you to invest a fraction more to protect your future, I think what you're telling me...is the fraction more to protect your future, is more than you anticipated spending?....

The first Discount: Opening Offer:

The first discount is designed to appease the customer, and offer a promotional price incentive to get the project started. Oftentimes, this discount will sell at a 10% rate but is more designed to pull a hidden objection from the customer on why we can't do business today.

- Mr and Mrs. Jones, my job as an Avalon Representative is to secure orders into our company, to keep a steady flow of orders into our manufacturer....
- This is a project that you are certainly going to consider getting done as soon as possible...
- Because of this, I would like an opportunity to earn your business and offer you a promotional price incentive.....
- Again, the everyday price of this project- whether it's tomorrow or next week is \$31,755 and that price is guaranteed for thirty days....
- Avalon is looking to incentivize homeowners that are looking to get the project done as soon as possible, and I think you're the perfect candidate... you absolutely need a roof, you're looking to save some money, and you would prefer to work with a reputable company....
- Again, this project is available for the next 30 days at \$31,755
- Because of this promotional price incentive I can save you.... 1 Thousand 500 dollars
- In other words, this project that goes for \$31,755 everyday, is available NOW for only \$30,255 and I can offer you a monthly investment that fits within the budget
- Mr and Mrs. Jones, with the promotional price incentive and that budget friendly monthly investment- would you agree it's time to authorize me to go to work for you? Pause... * Representative extends hands to shake on the deal.

As mentioned above this discount has a low probability of closing, but a high probability of pulling an organic objection. The representative should not be alarmed if the prospect advises they would like to pass on the promotional price. This is where the true negotiation begins.

Handling Objections: It's time to NEGOTIATE a deal

At this point in time, the rep has either closed the deal or for the first time been presented with an objection.

We will handle their objection directly via the six steps of handling any objection. Most objections will be organically presented to the representative as **"I need to think it over."**

- **Make an Empathy Statement**
 - "I can appreciate that.."
 - I can respect that...."
- **Paraphrase the Objection:**
 - Mr and Mrs Jones, if I am hearing you loud and clear you would like some time to think it over..?
 - How much time would you need to think it over...?
 - What would need to happen over the next couple days for you to be comfortable moving forward....?
- **Clarify the Objection:**
 - Mr and Mrs Jones, just to clarify my thinking- so we are on the same page. What part of the project would you need to think over?
 - Would it be whether you need a roof? Is Avalon the right company for you? Are you thinking about the product being used? Could the money be the part of the project you are thinking about? The representative will need to keep asking questions until a hidden objection is uncovered. Run down your steps and make sure all the doors are closed. Sometimes you will pull what the hidden objection is at this point and know what to rebuttal.
 - Once the hidden objective is pulled, the representative can move onto the next step of handling objections.
- **Sharp Angle:**
 - Mr and Mrs Jones, other than the money, is there anything else keeping us from moving forward?
- **Rebuttal to Sharp Angle:**

- The rep will need to review information given in the presentation to overcome objections- product differences, price comparison for similar products, ect.
 - Representatives can close the price point gap with energy savings, insurance premium reductions, ect
 - Once the representatives feel the objection has been handled, we can now ask for the order.
- **Ask for the order:**
 - Asking for the order is a critical part of the closing sequence, It is advised in a negotiation to never attempt to close the business after you handle their objection

The second Discount: Advertising/Marketing Agreement:

Prior to offering the second discount, it is advised for the rep to take some time to appear confused, the delay is critical to presentation of the second offer. The majority of the sales will generate off of the second offer. Therefore, this drop needs to be executed precisely.

- Mr and Mrs Jones, at this point I am doing everything I can to get you a price your comfortable with
- There may be another way I can save you money BUT we would need to agree to some terms...
- If I was able to save you money would you be willing to advertise for our company..?
- If you are willing, w would not ask for much in order to save you a significant amount of money
- In order for me to offer you additional savings- you would need to agree to an Avalon Yard Sign in your yard for no less than 30 days, before and after pictures, and an honest google review. If it meant saving you more money could you agree to those terms....? Pause
- One last thing, A personal favor Mr and Mrs Jones, because of the nature of this discount being far less than the everyday price, we would need you to keep the price confidential and please give our proposition serious consideration
- Let me remind you, this project is available at \$31,755 anytime....
- To earn your business Mr and Mrs Jones, I can save you \$4,700

- Bringing your cost savings down to \$27,055 out the door, and with that Mr and Mrs Jones I can offer you a monthly investment that fits well within your budget
- At this point Mr and Mrs Jones, stop punishing yourself and let us go to work...
 - Rep extends to shake hands with homeowners

Final Offer: Hail Mary

If the rep has been advised that they will pass on the advertising promotion- we will then offer our final promotional price. It is advised that the rep packs up all product materials, appears to be intending to pack up and leave the appointment,

Once the representative appears to be leaving and heads to the door to leave - stop and ask the customer what is the real reason they decided to pass on the offer

- Mr and Mrs Jones I am a bit confused on why you decided to pass on my offer.....
- If you don't mind, can you please advise me why we were not able to come to an agreement...?
- Was it me? Was it the company? The overall price? I will sit down with my manager tomorrow and I am a bit confused on why we couldn't help you, and I will need to advise him on why we couldn't come to an agreement tonight...
 - The homeowner will more than likely answer your question with the exact reason, due to you packing up your equipment and appearing to leave. Listen carefully
- Mr and Mrs Jones, let me step outside and make a phone call to my manager and see if there is absolutely anything else I can do
 - Representative steps outside and "calls manager"
- Mr and Mrs Jones, I spoke with my manager and he has authorized me to offer you our Loyalty Program discount for return customers....
- At this point in time Mr and Mrs Jones this is all we'll ever be able to offer you for your project....
- Again, please give this serious consideration- If we cannot come to an agreement at this price point, we will never be able to come to an agreement to take care of this project for you...
- For your order, we are willing to offer you a total savings of \$6355

- With the savings and the affordable terms, which is far better than you expected...
- Why don't we give this a shot? Pause
 - Representative extends to shake hands at final discount

Step Ten

Lock in the Deal/Warm-Down

Purpose: Reassuring prospect of sound investment

In step 10, we will complete all necessary paperwork including contract agreements, amendments if applicable and all necessary finance paperwork. At the same time, we will be reassuring the prospect of their sound investment. This part of the Concept Selling System is designed to reduce Cancellations and Bank Rejects.

Areas of Attention During Assurance Process:

- Representatives should verify the proof of income provided and verify the credit score in preparation for the loan agreements. Financing heavily considers credit file, credit score and the more honest information the prospect provides, the more accurately we can quote the payment range.
- Review the contract with the prospect to make sure nothing is left out of contract, no verbal agreements between representative and customer will be honored.
- If finance prospects have the potential/ or considering paying cash- it is advised the representative fills out a contract modification form *"Customer has option to no longer finance and pay cash at completion of project."*

Documents Required to be considered clean business:

- Accurately filled out contract agreement
- Credit application if applicable
- Contract Modification allowing the customer to pay cash at end of project (if applicable)
- Job Photos: Rake Edge/ Drip Edge/ and Attic Cavity Photo
- Down Payments Collected

In terms of the probability of cancellations- cancellations occur when representatives either over pitched the project, made skeptical statements, or did not spend enough time with the prospects at conclusion of sale to reassure them of their sound investment

Strategies to Prevent Customer Cancellations:

- Calling the Order in while in home with prospects

- Place a yard sign in the customers yard
- Leave customer thank you cards in their mailbox
- Provide the prospects with coffee mugs
- Romance the outcome of the project, walk around outside or have them visualize how incredible the end results will be
- Collect all necessary stipulations for finance

Right to Rescind Informative Conversation:

- Mr and Mrs Jones, as we are aware there is a right to rescind law allowing 72 hours to cancel this project....
- Before I leave and get your project started...
- Are there any questions I may have left unanswered that I can answer now to prevent any confusion or cancellation occurring...?
- The reason I am asking- with the urgency of the need for a new roof, the small fortune of savings, and the solid order I would like to advise our install department to place the order immediately...
- If we have a solid order, and we are 100% committed, would you mind approving me to get the ball rolling on your order?
- Please initial right here and we will get the ball rolling immediately....

Warm Down:

- Doing a proper warm down is essential!
- You want to make the homeowner feel at ease and lay out a map for the process.
- Tell them the next steps; We will be sending you a welcome text/email to open the line of communication. Then we will process all the paperwork and run the finance (if applicable). After we get the approval, we will call you to let you know the next steps and once the financing is completed, we will call shortly after to schedule an installation date.
- Remind them that this is a construction zone, and this will be a major project. It can at times be unpredictable so use this to get extra contact info as in phone numbers and email addresses. As well as seeing where they will be and how we get a hold of them if we need to during the process.
- After that it is time to revert to things you spoke to them about in the warm-up and solidify that connection (pet the dog, remark on artwork, act like their friend) Create casual conversation to engage and get to know them just a little further and make sure you don't sense any hesitation. Welcome them to the family and make sure you have all the paperwork correct.

