

# McGuyver Painting

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## Marketer Training Packet



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# **Marketing Overview**

## **Introduction**

Welcome to McGuyver Painting, one of the fastest growing, most professional companies in the painting industry!!! As a marketer, you will play a very important role as our company grows to become #1! This packet is intended to help you learn about McGuyver Painting and about the information you will need to know while marketing for our company.

This packet will teach some basic things about McGuyver Painting and prepare you as a marketer. Our marketing system is very unique and resembles an age old, tried and true practice of campaigning. We are not marketing a company, we are campaigning it!

## **Door-To-Door**

### **General Information**

Going door-to-door, or cold calling, is an effective way to generate business for the company. Here is some general information about McGuyver Painting; the better you know this information, the more confident and more successful you will be.

As a marketer, you are generally the first contact customers have with McGuyver Painting, it is important that you be respectful, courteous, and enjoyable. You only have a few seconds with them to get our message across; if they like you, they will listen to you and be interested in what you have to say. The more personable you are with them at the door, the better chance you have of getting their interest and gaining the lead, instead of being turned away.

Your appearance is important at the door; be sure to smile when talking with the customer. Also, make sure to dress well; a Polo or button-up shirt with a nice pair of pants or shorts is ideal (think business casual). You are not expected to wear your Sunday's best because you are 'hitting the streets,' but it is important that you present yourself and our company professionally. If you are provided with a McGuyver Painting Marketing shirt, then you are expected to use it any time you are marketing.

Finally, attitude is very important in the marketing game. It is one of the first things people will notice about you when they meet you. A negative attitude will show through, which will turn people away (resulting in far less leads). So it is really important that you have a positive attitude while marketing; it will help you generate far more leads. If you are excited when talking with the customers, keep a positive attitude, and stay motivated, you will see far better results!

## Psychological Factors

On average, marketers will get 1-2 leads per hour. However, there are some psychological factors that can affect your success either positively, or negatively. Here is a list of some of those:

- The speed and volume at which you talk
  - Too fast makes them think that you're being deceiving.
  - Try talking slow, loud and be sure to articulate.
  - Pay attention to your tone.
- The distance that you stand from the door .
  - Too close seems imposing, try standing back and step forward as they answer the door.
  - Being down a step or two when possible is good also.
- The words you say, and the order you say them in.
  - When you repeat the same lines over and over you begin to slip into a rut and lose your effectiveness.
  - Constantly be aware of what you are saying and change it up every now again.
- Where you are looking.
  - If you're not paying attention to them or looking around, they won't listen as well.
  - Be sure to look them in the eyes.
- The clothes you are wearing.
  - Wear your McGuyver Painting Marketing shirt whenever possible.
  - Dress code is business casual; jeans, shorts, and comfortable shoes are okay.
- Your facial expression.
  - Be sure to smile when you approach the door.
  - You always appear happy, comfortable and excited while marketing.
- Giving the impression that you are selling something
  - You are offering FREE painting estimates, not selling anything.

## Script

*Customer answers door. "Hi, how are you?" Pause for response. "I'm with the McGuyver Painting Marketing team; I was wondering if you would be interested in a free, detailed estimate for getting your house painted this (season)?"*

- 1.) *Customer says, "Yes." "Okay, if you could just give me your name, number and address, I'll have the manager give you a call in the next few days." After receiving their information, "Thanks, have great night!"*
- 2.) *Customer says "No, I just had everything painted and don't have the need right now." "Well thank you for your time. I would appreciate if you would hold on to that flyer in case your needs change, or pass it along to a friend who does have the need for painting. Have a great night!"*
- 3.) *Customer asks a question. This will be discussed next in the "Reference Guide."*
- 4.) *Customer objects. This will be discussed later in "Objection Handling."*

## Reference Guide

You are not expected to be an expert in painting. However, you will often get questions while out marketing. It is important that you are able to answer some basic questions. The following list will help you to do so.

- We do exterior, interior, decks, fences and power washing projects. No job is too big, and no job is too small.
- We use top quality Sherwin-Williams products. We can use paint from other companies upon request.
- The estimate is free and detailed. We spend time during the estimate walking around the house with the customer to figure out what they want to have done and explain our processes to them. By doing this, we make sure that both parties are on the same page; which helps to ensure that the price quoted will be the price paid.
- All of our employees are fully covered by our insurance plan. The homeowner can have peace-of-mind knowing they are not responsible in the event of an unfortunate circumstance.
- We provide a 2-year warranty, which is spelled out on the back of the contracts once they receive the estimate.
- We will generally spray a house, but we can also brush or roll upon request.
- We use acrylic (water-based) caulking, primer and paint which is better for the environment. We are able to use oil-based products upon request.
- Managers or crew members will do daily walk-arounds with the customer to keep them in the loop. This prevents any problems from going unhandled and gives the customer a great chance to inspect the work and bring up any concerns. It is easy to hide shoddy work with paint; however, we show them the progress at each step so they do not have to worry about corners being skipped.
- To help with the color decision process, we bring out popular color combinations and color books. Once the customer has decided on a few colors, we bring out quarts and put up samples on the house. This way they have a large surface to view it, in both day and night, sun and shade. This helps to ascertain that the colors go well with each other, the brick, the deck, the roof, etc. This also prevents them from picking a color that looks bad once it is on the house in a large area.
- While we aren't the cheapest company they can find, we do offer a great value between price and value. We feel there is no better deal, dollar per quality, out there. We offer top-quality work at middle-of-the-road prices. We are the sure bet for any investment minded people.
- In Colorado, homes need to be painted every 6-10 years.
- We have been on the "Mercury 100" list for fastest-growing privately-owned companies in Northern Colorado consistently; most notable, 4th in 2003, and 19th in 2005.
- We have been in business since 2000.
- The job is never done until the customer is satisfied!

## Keeping Track

It is important to keep track of where you have marketed; we do not want to have any confusion and end up having two different marketers hit the same neighborhood.

### ***Neighborhood Tracking Sheet***

- You will be responsible to keep track of the homes you have gone to on the Neighborhood Tracking Sheet. You will track both the street name and the street number on this sheet.
- Always fill in your name, the area (major cross streets that are close) and the date.
- Use the first column to track the response given with the following abbreviations:
  - NH = Not home (Leave a flyer, we may come back to this house later)
  - NI = Not interested (Talked with customer, not interested in painting)
  - NS = No soliciting (House was not hit due to “No Soliciting” sign)
  - WC = Customer says that they will call.
  - Lead = Turned into a lead
- “Star” homes
  - These are homes that have failing paint that is chipping and/or fading and you feel that there is a good chance that the customer will be interested in painting. They just weren’t at home when you stopped by.
  - After you finish a neighborhood, spend an hour or two hitting all of the star homes. There is a good chance that if you reach them, you will get the lead. Generally, you will be very productive doing this.
- The second column is when you visit a home a second time, such as star homes or NH.

### ***Lead Sheets***

On the back of the *Neighborhood Tracking Sheet* is the *Lead Sheet*. This is for any person that is interested in an estimate. Be sure you get their name (if they give a spouses name, put in parenthesis), number (try to get daytime number and best times to call), address, and notes (type of work they are looking to have completed and anything else they mention). If you talk with person A, and they say to talk to person B, indicate this on the lead sheet to aid in the call back.

### ***Maps***

You will be provided of maps of each area you are campaigning in. Be sure to keep track of each street you target and what you did there (i.e. D2D, WCN’s, etc.). Always keep these maps and turn them in when you are finished with them.

### ***Turning In Information***

It is essential that leads, as well as streets hit, get turned in very quickly. All used maps and Neighborhood Tracking Sheets will be filed at the office for use with other marketing activities.

After each shift please call or e-mail with the following information:

- Leads (Name, Phone Number, Address, Exterior/Interior/etc., and any notes).
- Street Names
- Hours worked (start and end times, and total)
- Flyers (other than PP flyers) delivered (include type and area).

Turn in all maps and Neighborhood Tracking Sheets once a week to your manager.

## **Objection Handling**

As a marketer, the most important lesson to learn is that an objection is NOT a rejection. In fact, it shows that the potential customer is interested in your product; you just need to satisfy their objection. Handling objections the right way will change a marketer from getting 1-2 leads per hour to 2-3 or more.

After presenting the offer (a free estimate), people will do one of three things: say yes, say no, or object to the offer (i.e. I'm not sure I'm ready to paint, I know a painter, etc.). Obviously, if the customer says no, then they are not interested in painting. It is important to make sure this is seen only as what it is; they simply do not have a need for our services, they have no objections to handle. If the offer was properly presented, then it means nothing bad of the marketer. Politely thank them for their time and leave a flyer with them in case their needs change or they know someone who can benefit from our services.

And while some potential customers will say yes right away, most who are actually interested will not say yes on the spot; they will object. In general, it is a good chance to reiterate to them and expand upon the benefits of using our services. They may simply be uncertain of what they are signing up for or what the process will be (i.e. when and how the estimate will work, etc.). It is up to the marketer to clear up any confusion and to show the benefit of using McGuyver to the potential customer. This is a good time to mention that it is a free, no-pressure estimate.

There are a million reasons why a potential customer will object. By seeing these as a sign of interest and as an opportunity to better explain your offer, you can easily double the amount of leads you get.

### ***Common Objections***

- Customer tells you that they will call us.
  - This means that the customer is indeed interested. This is a great time to strive extra hard to get a lead, because they are interested.
  - REPLY: "Tell you what, I know how people get really busy and it is hard to make a phone call sometimes; if you give me your name and number really quick, I'll have someone in our company get in touch with you in the next few days."
- Customer tells you they know a painter or were thinking about going with another company; or even that they have an estimate lined up with another company.
  - This customer is going to paint in the very near future, is actively pursuing having it done, and we want to have the chance to try and win their business.
  - REPLY: "It is always a good idea to collect a few bids so that you can compare prices and quality and make sure you get the best paint job for your money. We feel we offer the best value for the money and would love the opportunity to bid on your project."
- Customer says that they are thinking about painting next year.
  - This customer is acknowledging that they need painting done.
  - They are in the market for having their house painted and have given it some thought.
  - Within one years time, they will have their home painted and will likely hire someone to paint it.
  - One way to handle their objection is to offer them the free estimate as a budgeting tool. A lot of home owners do not know how much it will cost to paint a home. Also, by

collecting bids early, they have a great chance of getting the best deal for their money. Again, they may be reassured that it is a free, no-pressure estimate since they are not by any means ready to book for a paint job. But by going through the McGuyver process, we have a great chance of booking the job in the future (and even right away as they realize that their house is in worse condition than they thought).

- Customer says they were thinking about doing it themselves or have just a small area to do.
  - The customer obviously has work to be done and is thinking about having it done.
  - REPLY: “Having us complete the project for you it will save you a lot of time and work; plus you will have the benefit of having a professional job at a fair price backed by a 2-year warranty.”
  - Other ideas to throw in: We have all the tools needed. We will make sure you are satisfied with the job before we call it done. Finally, often people can’t find the free time to get it done, and end up pushing it off for years, which causes a lot of damage to the wood under the paint and ends up taking more time/money to repair.
- Customer is concerned about sub-par work.
  - REPLY: “We have a 2-year warranty on our work. We have reference letters from past customers that the estimator will bring to the estimate for you to look at. Also, we are members of the Better Business Bureau.”
- Some people don’t realize that they are in the market for a paint job yet.
  - Politely point out areas that need some work so the customer realizes that they could use the paint job. Simply point out cracked or fading paint; look at where the trim meets the siding to look for cracked caulking there; anything you can see will encourage the customer to get the estimate. Also, point out that the longer they wait the worse condition their house will be in and the more expensive the work will become.

There are many other comments you will hear. Part of your job is to use the information you have read here to address any objection/concern you encounter in order to get the lead.

## **Door Hanger Drops**

We will do door hangers in conjunction with other marketing activities. There are two types of door hangers we will drop. *We’re In the Neighborhood (WIN)* and *We’re Coming to the Neighborhood (WCN)*.

- WIN’s will be used in neighborhoods that we are currently completing a job in. When you receive these Door Hangers, you will also get labels to put on them with the address of where we are working. Place these on the line in the middle of the flyer.
- WCN’s will be used for a neighborhood that we plan to target with D2D. This is an introduction to our company to people in this neighborhood and gets them thinking about painting. This helps increase the number of leads that you will get in a given neighborhood.

Like D2D, it is important to track where, when and what type of flyers go out so we don’t hit neighborhoods twice.

## **Costume Waving**

Costume waving is a great way to get people excited about McGuyver Painting. By being energized, waving, smiling, enthusiastic, and having fun; you will cause them to become interested in our company and service.

Here are a few guidelines for you to follow when you are costume waving.

- You will be provided with a sign to hold while working. Make sure that you hold the sign so that it is facing traffic as it passes and that they can read it.
  - Be careful not to move the signs too much, by doing so, people are unable to read the print, making you less effective.
- Be sure to smile, wave, and dance or act (or something similar to draw positive attention to yourself and McGuyver Painting).
- Here are the break rules:
  - 2-3 Hour shift, 1 break, 10 minutes
  - 4 hour shift, 1 break, 15 minutes
  - 5 hour shift, 1 or 2 breaks, total of 20 minutes
  - 6 hour shift, 1 or 2 breaks, total of 30 minutes
  - If you need a smoke break, you are allowed to do so only during the allotted break time.
  - If you must take a longer break, you need to take that time off of your timesheet.

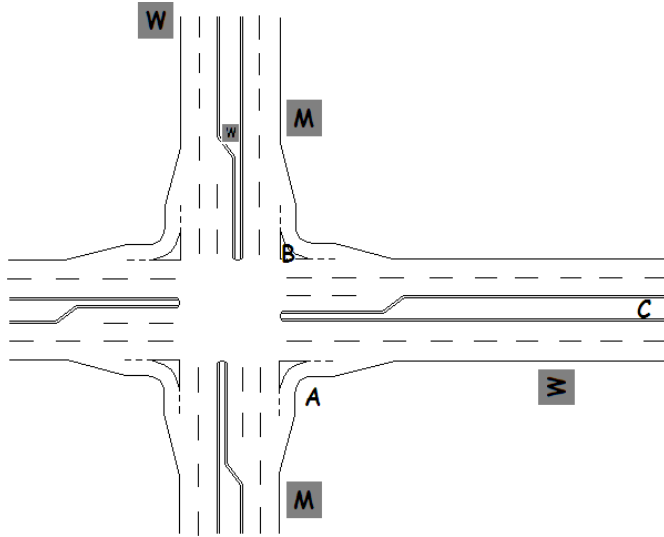
## **Renegade Lawn Sign Brigade**

The purpose of the Renegade Lawn Sign Brigade (RLSB) is to generate a high level of visibility that catches the eyes/attention of those passing by in a short period of time and with little expense. The idea is to have a lot of visibility in a short distance/amount of time. This catches their attention and keeps it fresh in their mind. When you move them frequently, more people are able to see the signs. Also, they stand out to the people who have already seen them because it feels like we are everywhere.

Here are the details:

- First start by putting up 5-10 lawn signs in a very limited area (less than 1/4 mile diameter).
  - Focus on common routes (i.e. turn lanes, then further down that street they turned on to, busy intersections, etc.). Don't put them in random different places with no connection; seeing multiple signs increases visibility exponentially.
  - Put them along the side of the road in rocks, grass patches, and dirt areas.
- Move them within 12-18 hours, NEVER longer than 24 hours!!!
  - It is good to move them to another intersection in the same route (i.e. further down or in a neighborhood that is the "feeder" street). However, they shouldn't stay in the same neighborhood twice in a row (and shouldn't return for a while). In general they should move to different neighborhoods or to different intersections (that are at least a mile apart) every time they are moved.

Look at the following example which demonstrates how to effectively place the signs.



- Notice that the streets heading up and down get 2 signs each; and anyone who turns to the right side of this page gets an additional sign. This turns these 5 signs into a lot of visibility, and the repetition of the signs helps to ingrain our information into the customers mind. Also try spots indicated by “A, B, and C.”