

## CONSOLIDATION

“The art of sales is to get their money into your pocket – the art of consolidation is to keep it there”

Buyer’s remorse.

It is a thing and you need to guard against it.

Once the salesman leaves the house, customers will re-read the contract. They will re consider why they have just spent hard earned money. They will re-examine the monthly commitment if they buy on finance. AND they will cancel if they cannot re justify the spend.

They know it and you know it – so this next step is really important.

Consolidate everything you've just done.



## SHAKING HANDS IS STILL AN HONOUR THING

Before I sign the paperwork, I make a point of shaking hands with everyone involved with they buying process (normally husband & wife) and I say, “welcome onboard – you will NOT be disappointed”

Shaking hands still has a certain ‘gentleman’s bond – a guarantee’ that we agree to THE DEAL. I never get cancellations and I believe part of that has to do with us all shaking hands on the deal.



People say stuff trying to protect us - that is "Arrows of the tongue"

## REASONS TO CANCEL

Really can't afford it  
Too much interest  
Don't really need it  
We were pressured  
Changed our minds  
Arrows of the tongue

## REASONS NOT TO CANCEL

We got a great price  
Much better than the other's  
It's going to look amazing  
We'll get referral payments  
Solves all the damp issues  
Lawrence is really nice

Neighbours and family might get them to cancel.

So, we need to protect our new clients from "Arrows of the tongue"

I will address some of these points for clarity.

Oh, you don't need that

You don't need to spend that much

Who said you need to do that?

Save your money - I know a guy.

So, we need to get canny to keep the deal on the wall.

I don't want them telling anyone who may influence them away from allowing the order to go ahead.

Believe it or not:

- 1) jealous neighbours are a real thing, they don't want your house looking better than theirs.
- 2) Family think that mummy and daddy's money is their inheritance and don't want them spending it in the here and now.

Give reasons not to cancel and get your new customer to agree that they make sense.

So, I ask them not to say anything until the work is completed – it will help us develop strong referrals and to make sure that happens I offer a good incentive.

Say something like, "Once we're finished the impact will be so powerful, people will ask who did all the great work, I'll pay you for the referrals, would that benefit us both? "



**You work too hard to get the sale - don't let it cancel.**

## Just a couple more things to do

I close on the woman, “Mary – can you imagine the outcome?”

I go on to reiterate how we’re going to solve the damp.

Get rid of the scruffy looking problems with blown render and bricks.

Every time it rains you will have the cleanest house on the street.

Then I lean a little closer and say, “You will never have this problem again”

“Don’t tell anyone about your discount – they’ll all want one”

This little line solidifies the fact people will notice and will want work done.

Therefore my new customers are now looking forward to referral payments.

## Last two questions and I’m done.

1. Are you completely happy with everything we have covered today?

I really need them to say ‘Yes’ - And they always do.

2. Is there anything else I can help you with today?

I need them to say ‘No’ And they always do.

**Lastly and with the utmost sincerity I say,  
“Thank you for your business, I appreciate it and as a  
company we all appreciate it.”**

Practice consolidating your deals, it will cut down on so many cancellations.  
If you need any help or pointers, message me, call me, email me.

Until next time.

Lawrence Laidlow



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