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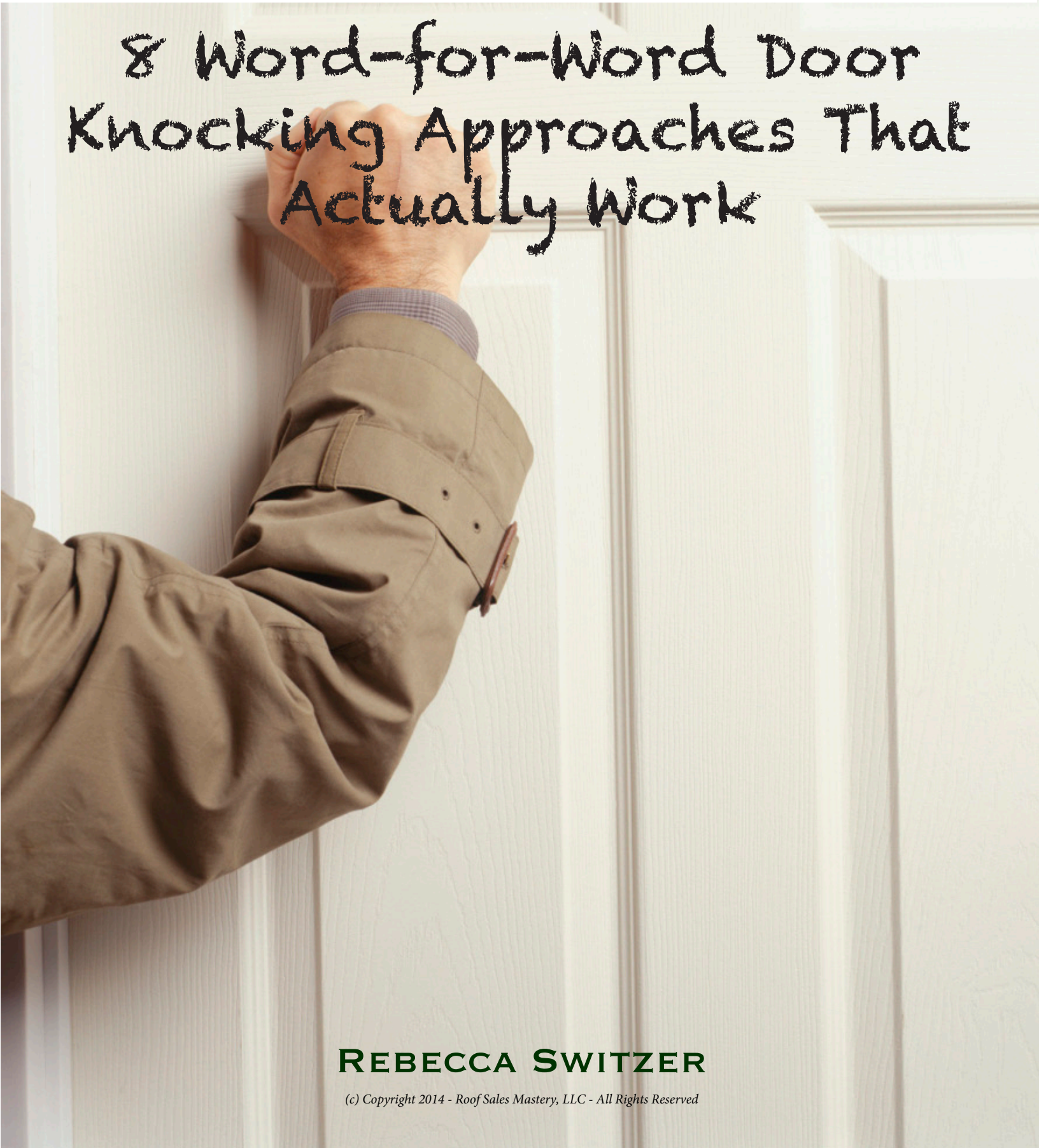
TRAINING FOR THE NEW CLASS OF RESTORATION SALES EXPERTS

8 Word-for-Word Door Knocking Approaches That Actually Work



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8 Word-for-Word Door-Knocking Approaches That Actually Work

We've covered the basics of canvasing do's and don'ts, and now we're going to give you the goods. Presenting yourself in a professional manner is already going to help you have success speaking with homeowners to set up inspections, because they will feel more comfortable opening their door to you. The next hurdle is knowing exactly what to say. This is where most storm restoration salesmen struggle. They know what they want to communicate, but have a difficult time delivering an effective approach, ultimately knocking hundreds of doors each week and only getting a handful of appointments. Having a solid approach to asking for an inspection is absolutely crucial to successfully getting appointments set up. In this section we will give you several proven methods and 8 tried and true word-for-word approaches you can start using right away that will get inspections lined up faster and easier so you can spend less time beating the streets.

Name dropping. Nobody wants to be first, last, or left behind. Once you have even just one neighbor lined up for an appointment, you are in the position to get on an absolute roll lining up the neighboring houses and blocks. Using this technique of name dropping is what has helped me line up virtually entire streets, one door after another. Get good at remembering everyone's names so that you can use them to your advantage when setting up appointments.

"Do you know Tim & Teresa in the green house or Judy & Tom with the husky? Or Adam & Lauren in the house on the corner with the two kids? Okay, well they actually had me take a look at their roof after that big hail storm a couple weeks ago, and I actually found quite a bit of damage on their roofs from the hail. I'm doing free inspections for the neighbors this week – basically I just climb up, take pictures of anything I see, and if for some strange reason I don't find any damage, I'll just let you know. Does (time) or (time) on (day) work better for you?

"Hey, how's it going? Awesome. I don't mean to bother you; I was actually just stopping by real quick because you know that big hail storm we had a couple weeks ago? Well surprisingly, we've found quite a bit of damage on most of the roofs out here, so I'm doing a few more free inspections this week for the neighbors. I'm seeing Greg & Lindsey next door tomorrow at 3:30, Bob & Kim at 5, then I've got Jack & Marie across the street on Tuesday at 4, so I can either pop over after them around 5, or after Bob and Kim tomorrow at 6. Which works better for you?"

This approach is very assumptive, like of course they are going to set up an appointment, why wouldn't they? You've already confirmed that there is damage in the neighborhood, you are seeing many of their neighbors, and everybody is doing it. Because this approach is so assumptive and drives them to a position where there is really no way to say no, you may get a response like, "Wait, so what is this?" This is good! It means they aren't saying no, they are asking a question to give them a solid reason to say yes.

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Respond like this:

"You know the huge hail storm that came through? Well hail damage on shingles is really hard to identify because it doesn't cause leaks right away and unlike wind, it doesn't rip shingles off entirely, so we do a free inspection, and if there really is damage on a house, insurance takes care of it. I just climb up, take photos of everything I find, and come down and let you know what I can do to help. It doesn't cost you anything; takes about twenty minutes. So does (time) or (time) work better for you?"

Show your scheduled appointments so they see how many of their neighbors you are already inspecting. Carry your iPad and have appointments with their neighbors' names already typed in. When going over your schedule in conversation and mentioning which neighbors you are already seeing, casually point and show the person at the door your calendar. This lets them see that other neighbors are trusting you to take a look at their property for them, so why shouldn't they? This has a huge impact on making people feel comfortable in having you over. It also subconsciously demonstrates to them that you are good at what you do. How? Someone who is not very good at their profession probably doesn't have many customers, right? By allowing them to see a schedule full of appointments, you are indirectly showing them that you are a trusted expert in your field, and people choose you to assist them.

Photos. Using photos at the door really helps homeowners realize the potential for damage is real, and not just an unlikely idea. Showing photos of their own neighbors' roofs has a huge impact and makes them think about the possibility of damage on their own home more seriously. Who wouldn't want to have someone like you inspect their home for free when three or four neighbors on the same street have damage and you've showed it to them on camera?

"Hey, how's it going? I really don't mean to bother you, I was just stopping by real quick here before I go home for the night, because – do you know Tom & Linda across the street? Well they had me over this afternoon to take a look at their roof after the big hail storm that came through a couple weeks ago, and here are some pictures of the hail damage I found on their shingles...(show a few photos). What you're looking at are hail bruises. Basically when hail impacts a shingle, it leaves a soft spot where the granules get knocked off. Over time as rain, wind, sleet, and snow weather on it, the asphalt is exposed to the sun, and that's when leaks finally occur – usually several months after the storm. Most of the houses I have inspected in the neighborhood have had damage like this, so I'm going to be back on Wednesday and Thursday to do a few more free inspections. Does (time) or (time) work better for you for me to stop over and check yours out for you?"

Third-party stories. Learn to utilize stories about other customers you have had or neighbors they know to emphasize your points and help drive home your value. Accounts of homeowners who chose not to take advantage of your help and got denied completely, homeowners who had their brother/husband/neighbor look at their roof and said it was fine, only to have you take a second look just in case and discovering they did in fact have damage, stories about homeowners who didn't think they had damage

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but did end up having damage – these are all great, useful tools you can use to help illustrate your value and get homeowners to see why it is in their best interest to get an inspection from you.

"Hey, how's it going? I really don't want to bother you, actually I was just popping over real quick because – do you know John and Mary here next door, or Glen and Marie across the street (point)? Well after that big hail storm a couple weeks ago, a lot of roofs in the area actually got damaged, and I checked theirs out for them and they had some damage, too. More than likely, most of the houses in the neighborhood sustained damage from the hail, so I'm going to do free inspections for the neighbors on (day) and (day). I basically just hop up, take pictures of anything I see, and go over what I find with you guys and let you know what I can to do help. Does (time) or (time) work better for you?"

"Hi, how's it going? I'm really sorry to bother you, I hate knocking on people's doors – I was just stopping by real quick because of that really big hail storm that came through a couple weeks ago. We started doing inspections out here, and surprisingly have found hail damage on most of the neighbors' roofs with the exception of a few brand new roofs that I didn't really find anything wrong with. I'm coming back out between Monday and Thursday to do free inspections for the neighbors; I just climb up, take pictures of any damage I see, and if for some reason I don't find any, I'll just let you know you've got nothing to worry about. I'm seeing Glen & Marie at 4, and John & Judy at 5:30 on (day), so would 6:30 or 7:30 work better for you?"

"Hi, how are you? Good, well I don't want to bug you, but the reason I'm stopping by is I've been doing the roof inspections in the neighborhood after the hail storm a couple weeks ago, and really the only houses I haven't found any damage on were the Thompson's and the Fields', because their roofs are practically brand new, only 1 or 2 years old, so I'm going to be doing a few more free inspections here over the next couple days for the neighbors. Does tomorrow at (time) or (time) work better for you for me to come take a quick look for you guys?"

What I love about the previous approach is that you are letting them know that if they do not have damage, I am going to be honest and tell them so. This is planting a little seed with that homeowner that illustrates my honesty and integrity without having to say it outright. It is also nonchalantly informing that that nearly every house in the area did in fact get damaged from the hail, so it is likely that theirs is damaged, too, and lastly it shows that other neighbors have chosen to have me inspect their homes already, so why shouldn't they?

If you are working in a neighborhood that has been overrun by contractors and you feel that homeowners in that particular area might be a little bit annoyed with all the contractors knocking at their door, acknowledge that, and use a different approach like this:

"Hey, how's it going? I'm really sorry to bother you. I'm sure you've been harassed by a dozen roof salesmen since that storm. I actually specifically do work for insurance claim related damages, so I'm not one of

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those guys that goes around trying to sell people roofs they don't necessarily need. I've actually been doing the free hail damage inspections for the neighbors; basically my job is to climb up, take pictures of anything I find, and if you have legitimate damage, I go over the photos with you and let you know if you have a legitimate insurance claim. If you don't have any damage, and some houses don't, I just let you know you have nothing to worry about. I can either stop by at (time) after your neighbors the Jacksons, or (time) right before the Franks. Which one works better for you?"

Firm up & gather information.

When a homeowner agrees to an inspection, you will need to gather some information and firm up on the date and time of the appointment:

"Okay, so Wednesday at 4:30, and your husband can be there too, right? Great, and what's his name? Alright, when you talk to him, just let him know that it's a free inspection, and basically what I'm going to do is climb up on the roof, inspect for any hail or wind damage, and I'll take photos of anything I find so I can come down and go over everything with you guys. And like I said, if I don't really see anything up there, I'll just let you know you've got nothing to worry about. If for some reason it rains that day, I obviously can't get up on the roof, so just in case, what's the best number I can reach you at if I have to reschedule? Here's my card, I wrote the date and time of when I'm going to swing by on there. Do me a favor and just stick it on your fridge so you don't forget! I'll look forward to seeing you on Wednesday at 4:30 then!"

In your planner/calendar, write down the date, time, homeowner(s) names, address, their phone number, if the house is a 2-story/steep in case of a ladder assist, and any other pertinent information you collected such as their insurance company, age of the roof, etc.

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Nobody home?

The note that gets call-backs.

Just because nobody answers the door at a particular house does not mean you cannot still reach them. I never knock on a door and leave without leaving a handwritten note on the back of my business card. This handwritten note can be so powerful. It helps you stand out from the other ten contractors that simply leave an impersonal door-hanger or business card stuck in the mailbox. It shows you took the time to let that person know what is going on in their neighborhood, and you apologize for not being able to reach them. On many occasions, homeowners call after finding my note and comment on how they can't believe I took the time to stop and do that for them. It really goes a long way.

Take 10 or 15 minutes each night to fill out a stack of business cards with these notes ahead of time so that you don't have to stop on every porch where someone isn't home to try to scribble one out. Carry this stack of "not homes" in a separate pocket, and leave one in each door where nobody answers. Here's exactly what to write:

Hello! Just stopping by, as I have found hail damage on several of your neighbors' roofs from the storm in April, and I will be doing a few more free inspections for the neighbors this week. Sorry I missed you! Give me a call. :-) -Mike

Make this note even more effective by **name-dropping**:

Hello! Just stopping by, as I found hail damage on the Jackson's next door and the Franco's across the street from the hail storm in April; I'll be doing a few more free inspections this week – sorry I missed you! Just give me a call. :-) -Mike

You are keeping a good record of what houses you have touched on and who wasn't home, so now you can go back to these houses the following day and knock again. When you reach the homeowner, you are now already a little familiar because you have left them a note and they recognize your name. Your approach can now be like this:

"Hi! How's it going? I'm Mike, and I'm sorry - I tried to catch you yesterday after I was over at the Kellers, but I left you a quick note, did you get it? Yeah – I don't mean to bother you, but I've been finding hail damage on several of your neighbors' roofs from the big storm a couple weeks ago, and I'm slowly but surely getting to the rest of the neighbors on this street. I'm doing a few more free inspections tomorrow and the next day, so would (time) or (time) work better for you?"

You'll be surprised how many people will call you after receiving your handwritten note, so take the time to write and leave them to turn "not homes" into scheduled appointments.

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Study these approaches and internalize them so that you can deliver them flawlessly and casually at the door, applying the most practical technique for each given circumstance. Of course, it will take some practice getting them memorized, so don't beat yourself up if (or when) you trip over yourself the first several times you try them out. The more you use them, the better you get and the more natural it becomes. Try role-playing or practicing with a fellow salesman, and read the approaches aloud several times to yourself to get into the flow before you bring them to the street. We are confident these approaches will work for you because they are the same approaches used by the most experienced and high-paid restoration salesman in the industry.

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