

# *Marketing, Sales & Business Growth for Snow & Ice Contractors*

by Tony Bass  
Vander Kooi & Associates

This is an excerpt from “Growing Your Landscape Company” by Tony Bass. This 6-hour sales and marketing seminar on audio cd or DVD video is designed to help you win bids without being the low bidder. Dozens of tactics are explained to make your phone ring year round. It includes a 152 page work book complete with sample proposals, sales scripts and bonus materials. Purchase online at [www.tonybassconsulting.com](http://www.tonybassconsulting.com). It comes with a 1-year, \$5000 growth guarantee.

## Today’s Mini-Course Outline

- \$100,000 Project Sales Challenge.
- Getting More of the Best Prospects
- Telephone Skills for Qualifying Prospects
- Building a Winning Sales Presentation
- Pricing Strategies
- Separate Your Company from the Competition
- The Ultimate Sales Opportunity

Tony Bass  
Vander Kooi & Associates  
[tony@tonybassconsulting.com](mailto:tony@tonybassconsulting.com)  
478-822-9706

Questions or comments for your speaker:

---

---

---

Name \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Address \_\_\_\_\_

---

\$100,000 Contractor Challenge Workshop

Contractor #1 Name \_\_\_\_\_

I like this part of the sales presentation.

I did not like this part of the sales presentation.

Contractor #2 Name \_\_\_\_\_

I like this part of the sales presentation.

I did not like this part of the sales presentation.

Contractor #3 Name \_\_\_\_\_

I like this part of the sales presentation.

I did not like this part of the sales presentation.

I select Contractor #1 or #2 or #3 (please circle)  
to complete my \$100,000 project! Name \_\_\_\_\_

## **Mistake #1**

- ä Failure to have written policies, plans and procedures
- ä SBA says 80% of all small businesses today report they have no written business plans
- ä Financial Plans – budget, income, expenses
- ä Management Plans – policy manual, job descriptions, operation manuals
- ä Marketing Plans – how to acquire clients
- ä Snow Strategies Forum Sept 20-22, 2009

## **Improve Your Salesmanship**

- ä *Questions to consider.....*
- ä How many clients do you currently have?
- ä How many estimates/calls did you write/make this year?
- ä How many did you close?
- ä What is your average sale value?
- ä How many times will they purchase?
- ä Where do your leads come from?

## **Marketing – The Big Payoff**

- ä Internet
- ä Email
- ä Direct mail
- ä Joint ventures
- ä Special events
- ä Endorsements
- ä Testimonials
- ä Referrals
- ä Barter
- ä Diversification
- ä Special promotions
- ä Headlines
- ä Advertising
- ä Testing
- ä Pricing
- ä Salesmanship

## **Getting the Best Prospects**

- ä Tell me about your project
- ä Accurate information collected

- ä Identify marketing tactic
- ä Determine the project schedule
- ä Decision makers identified
- ä Schedule an appointment
- ä Site Plan & Detailed Service Agreement
- ä Get a project budget
- ä Initial Consultation Fee

### **The presentation – always alike**

- ä Cover Sheet
- ä Introduction Letter
- ä Company profile
- ä Insurance/References/Licenses Document
- ä Company picture
- ä Certified workforce
- ä Technical Specifications - Maintenance or Installation
- ä Price Sheet
- ä Guarantee
- ä Newsletter
- ä Credibility Pieces

### **Becoming the recognized expert!**

- ä Mastering PR

**Are you prepared for the ultimate sales opportunity?**

### **Contact Information:**

**Tony Bass**

**Vander Kooi & Asscoaites**

**[tonyb@vanderkooi.com](mailto:tonyb@vanderkooi.com)**

**478-822-9706**