

WEBINAR

Why Polarization is the Key to Growing a Strong Business

WITH TOM REBER

5 Tips To Set Yourself Apart

1 **MARKETING**

- This builds brand trust and gives you control of the story
- Educate people: establishes you as the expert
- Give them an inside look at your business: builds trust
- Introduce yourself and your team: removes a sense of unfamiliarity

2 **PROPOSALS**

- Be creative with your presentation
- *Example:* Send a video proposal

3 **ESTIMATING**

- Give the customer a phone call, you do not always need to be on-site

4 **PRICING**

- Don't keep money a secret: be comfortable, open and honest with people
- Be proud of your price, because you are an expert

5 **DIFFERENT VS. BETTER**

- Bring in great people to work for you (even if they don't know the industry)
- *Example:* Video intro before you go out to job, thank you gift for time (even when you don't get the job), using a "what's next" video (keep the deal going)

Things to Think About Going Forward

How can you be polarizing? (even with your company name)

Example: Jalapeno Painting Company

Are you providing free estimates?

If yes, why are you giving it all away for free and diminishing your skillset?

Example: use paid consultations based on a photo sent of the home

Could you be concise in what you do in 8 words or less?

Are you afraid to repel people by making your message direct?

Example: "We paint apartments" or "We paint big houses"

Are you being intentional with your full presentation?

Example: How you park the vehicle, dress and knock on the door.

How can you reverse your approach?

Example: Examine everyone in your area (websites, social media, marketing strategy) and do the opposite

NOTES:
