

SELL ROOFS: APP [REP]

To maximize your roof sales. Understanding this play is paramount; without having the scripts memorized, you will be handicapping your potential for the season.



Prepare When In the Territory

- Verify business cards (20+) are in your pocket to easily hand out to HOs
- Have your Canvass App open on your iPad to update interactions
- Arrange your clipboard before you begin prospecting
 - Ensure your iPad is charged and your clipboard is loaded with:
 - Agreements
 - Magazines
- Place "Sell Roofs" Play on top of your clipboard
- Carry ladder with you down the sidewalk
- Approach first door on the street
- Knock on door

If HO is not home...

- Place Door Hanger on door
- Record relevant interactions on your Canvass app
- Proceed to next house
-

If HO is home...

- Begin script

The Introduction:

- "Hi my name is _____ and I'm with Premier Roofing Company.

We've been doing quite a bit of work in the area due to the recent hail storms and all the work we are doing is being covered by insurance companies.

I'm doing free roof inspections today to help HOs determine whether or not their roof was damaged in the storm and whether or not their insurance company should pay for a complete roof replacement."

- Take a pause...**

"OK, great. I've got my ladder right here. I'll need just a few minutes to inspect your roof. If I find any damage, I will take some photos and let you know what I find. What is your first name?"

- Open Telescope Sales App
 - Click "add inspection" on the top right of the screen
 - Enter customer information on the "create new inspection" page and save
 - Locate inspection in "active inspections" on the sidebar on the left sidebar
 - Click on arrow button to the right of the inspection
 - Click on front of house in left menu bar
 - Walk to street, click take photos, ensure the whole home is in view on the iPad

- Click the camera icon to take a photo
- Click "back" button
- Click on "property damages" in left menu bar
 - Walk around the exterior property identifying and photographing damage
 - Common property damages include:
 - Dents in downspouts and garage doors
 - Chipped, dented, or holes in siding
 - Chipped or broken patio furniture
 - Cracks and indentations of hot tub covers
 - Broken windows, dented, or chipped window trim/frames
 - Holes in window screens
- Click "back" button
- Secure iPad and safely set up ladder
- Climb ladder
- Click "roofing damages" on the left menu
 - Take photos of hail hits, damaged vents, etc.
- Complete the "roofing details" form found on the left menu
 - Enter number of hail hits in a square for each slope
 - In the other damage section, outline damage to accessories, wind damage found, and any other concerns with the roof
- Complete "Existing Roof Details"
- Complete "Replacement Roof Details"
 - Mark "Full Roof Replacement"
 - Enter IKO as Brand, and the specific style and grade provided by your Supervisor

Review with HO after Inspecting the Roof...

- Click "View Presentation"
- Knock on door
- Share presentation with Homeowner
- Explain:

"Well, (Name), your roof is damaged. I have a report and photos to show you what I found. A shingle has 3 layers: Fiberglass, asphalt, and granules on top. These components act together to serve as a waterproof protection to your home."
- Click Next
- Explain:

"When hail impacts your shingle, it knocks the granules off the shingle and damages or fractures the fiberglass mat, over time this results in leaks."
- Click Next
- Explain:

"Typically insurance companies look for 6-8 hail hits in a 10x10 foot square area on your roof to warrant a full roof replacement. Your roof does have that amount of damage."
- Click Next
- Walk the homeowner through the actual pictures of damage you took of their property, explaining the damage and location on their property
- Click Next

- Explain:

"The first step is to call your insurance company. Which company covers your home?

They may ask how you know your roof is damaged. Tell them that (your name) with Premier Roofing Company inspected your roof and found damage.

When you are done with the call, they will give you a claim number. This is really important! Make sure you call me as soon as you have a claim number. This way I'll be able to track your claim and ensure you are represented during the inspection."
- Click Next

The Bridge:

- Explain:

"If we can't get you approved for the new roof, THERE ARE NO OBLIGATIONS. If we do get you approved for a new roof, I simply ask that Premier Roofing Company gets to install your roof - obviously. There is no out-of-pocket expense to you except your deductible." (NOD HEAD)
- Click Next

The Close:

- Explain:

"OK great. This is my inspection report outlining the damages to your property and it is also an Agreement that is totally subject to your insurance company's approval."
- Explain top of Agreement that reads "This Agreement is Subject to Insurance Company Approval"
- Explain the terms:

So if you don't get approved for a new roof, Premier Roofing Company does not get to build your roof. So like I said... (begin reading Terms: at the bottom of the Agreement)"
- Completely read the "Terms" section on the Agreement to the HO
- Indicate where the HO should sign and date and say:

"Authorize and date here and Premier Roofing will go to bat for you as soon as you file your claim."

First one to speak loses; do not get uncomfortable in the silence. Let the HO speak first!
- Request the HO to sign the digital Agreement
- Click back to "Presentation" and select the "Call Your Insurance" company slide
- Assist the HO with calling their insurance company and filing a storm claim
- Explain:

"The next step is to file a claim with your insurance company. We have their number right here. Let's give them a call together, as they will likely have some technical questions regarding your roof and the damage I found which I can help answer."
- Have HO record the Claim # on the next slide of the presentation
- Explain the next steps:

"Make sure you give me a call as soon as you find out who the Adjuster is, what their phone number is, and when they will be out, so I can have my Field Supervisor come out and meet

them to make sure you get approved for a full replacement."

Post Sale Close:

- Click on the Premier logo in the upper left corner, select "Magazine"
- Explain:

"Here is some additional information about Premier Roofing Company and the insurance roof replacement process. I will go over a few highlights with you now."
- Walk the homeowner through the magazine summarizing the major topics to reinforce the decision to use Premier
- Let the homeowner know that this report and a copy of the agreement will be emailed to them as soon as you get to the office and return to WiFi

Request Referrals from the HO

- Explain:

"OK, before I go, do you know anyone in the neighborhood that hasn't had their roof inspected yet? We have a very generous Referral Rewards Program that offers everything from \$250 gift cards to trips for two up to \$3,000, depending on the number of referrals you send to Premier."
- Record all the referral's information by updating your Canvass app using "Create Note"
 - The Referral's info must be submitted onto the website prior to the job going into production*

Submit Referrals

- Follow the "Referral Rewards Program" Play to submit referrals [Referral Rewards Program](#)
- Say goodbye and ask to put up a Premier Sign:

"I look forward to working with you. Before I leave, would you mind if I put a yard sign up? It really helps me in the neighborhood. It lets people know who I am and what I am doing in the neighborhood."

If yes...
- Place Premier Sign in the front yard, perpendicular to the street
- Proceed to the next door and start from the beginning of this Play

SELL ROOFS: PAPER [REP]

To maximize your roof sales. Understanding this play is paramount; without having the scripts memorized, you will be handicapping your potential for the season.



Prepare When In the Territory

- Verify business cards (20+) are in your pocket to easily hand out to HOs
- Have your Canvass App open on your phone to update interactions
- Arrange your clipboard before you begin prospecting
- Place all necessary documents inside your clipboard from top to bottom - Agreements
 - Premier Magazines
- Place all necessary documents on top of your clipboard from top to bottom - Territory Map
 - "Sell Roofs" Play
- Carry ladder with you down the sidewalk
- Approach first door on the street

If HO is not home...

- Place door hanger on door knob
- Record relevant interactions on your Canvass App
- Proceed to next house

If HO is home...

- Begin Script

The Introduction:

"Hi my name is _____ and I'm with Premier Roofing Company. We've been doing quite a bit of work in the area due to the recent hail storms and all the work we are doing is being covered by insurance companies."

"I'm doing free roof inspections today to help HOs determine whether or not their roof was damaged in the storm and whether or not their insurance company should pay for a complete roof replacement."

Take a pause...

"OK, great. I've got my ladder right here. I'll need just a few minutes to inspect your roof. If I find any damage, I will take some photos and let you know what I find. What is your first name?"

- Record the HO's information at the top of the Agreement (name, address, email, etc.)

Inspect the Roof

- Record the damages found in the "Damages Found During Inspection"

section of the Agreement Record the roof information in the "Roofing Specifications - Existing Roof" section of the Agreement Photograph any damage on the roof

- 2-3 hail hits
- Rusted metal flashings
- Damaged roof accessories
- Any other pictures of damage due to the storm

Review with HO after Inspecting the Roof

- Review photos with HO of their roof damage. **Explain:**

"Well, (Name), your roof is damaged. I have some photos to show you what I found.

"This is a photo of a hail hit. Over time, this kind of damage results in leaks. Typically insurance companies look for 6-8 hail hits in a 10 x 10 foot square area on your roof. Your roof does have that amount of damage. What is your last name, email, and phone number?"

- Open the Premier Magazine to the "Insurance Claim Guide" page
- Record info in the "Date of Loss" field, the "Premier Roofing Rep" field, and the "Phone #" field **Explain:**

"The first step is to call your insurance company. Which company covers your home?"

- Circle the HO's insurance company on the "Insurance Claim Approval Process" page. **Explain:**

"You want to call this number and let them know you'd like to file a claim for the (Date) hailstorm.

"They may ask how you know your roof is damaged. Tell them that (your name) with the Premier Roofing Company inspected your roof and found damage.

"When you are done with the call, they will give you a claim number. This is really important! Make sure you call me as soon as you have a claim number. This way I'll be able to track your claim and ensure you are represented during the inspection."

The Bridge:

- Explain:**

"If we can't get you approved for a new roof THERE ARE NO OBLIGATIONS. If we do get you approved for a new roof, I simply ask that Premier Roofing gets to install your roof - obviously. There is no out of pocket expense to you except your deductible." (NOD HEAD)

The Close:

- Review the Agreement with the HO:

"OK great. What's your last name?... This is my inspection report outlining the damages to your property and it is also an Agreement that is totally subject to your insurance company's approval."

- Circle top of Agreement that reads "This Agreement is Subject to Insurance Company Approval" **Explain the terms:**

"So if you don't get approved for a new roof, Premier Roofing does not get to build your roof."

"So like I said...(begin reading the "Terms:" at the bottom of the Agreement)"

- Completely read the "Terms" section on the Agreement to the HO
- Indicate where the HO should sign and date and say:

"Authorize and date here and Premier Roofing will go to bat for you as soon as you file your claim."

- Place your pen on the clipboard, and hand the clipboard over to the HO to sign
- First one to speak loses; do not get uncomfortable in the silence, let the HO speak first!*
- Confirm the HO has given you their email address

The correct email will be needed for the Auto-Notification Emails

- Open the Premier Magazine to the "Communication" page
- Inform HO of the new Communication feature:
- "This is our new Communication feature. You will receive detailed emails from the office providing you with an update of your roofing project at each major milestone."*
- Call HO's insurance company and have the HO file a storm claim:

"The next step is to file a claim with your insurance company. I have their number right here. Let's give them a call, as they will likely have some technical questions regarding your roof and the damage I found which I can help answer."

- Record the Claim # on the "Insurance Claim Approval Process" page in the Premier Magazine Record the Claim # at the bottom of the Agreement
- Leave yellow copy of Agreement, Premier Magazine, and your card with HO
- Explain their next step:

"Make sure you give me a call as soon as you find out who the Adjuster is, what their phone number is, and when they will be out, so I can have my Field Supervisor come out and meet them to make sure you get approved for a full roof replacement."

- Request Referrals from the HO:

"Ok, before I go, do you know anyone in the neighborhood that hasn't had his or her roof inspected yet? We have a very generous Referral Rewards Program that offers everything from \$250 gift cards to trips to Hawaii depending on the number of referrals you send to Premier."

- Present the "Referral Rewards" page of the magazine to explain the Terms and Conditions of the program
Premier will not substitute Visa gift cards or cash payments
- Record all of the referral's information by updating your Canvass App using the "Create Note"
The Referral's info must be submitted on the website prior to the job going into production

Submit Referrals

- Follow the "Referral Rewards Program" Play to submit referrals [Referral Rewards Program](#)
- Say goodbye and ask to put up a Premier Sign:

"I look forward to working with you. Before I leave, would you mind if I put a yard sign up? It really helps me in the neighborhood. It lets people know who I am and what I am doing in the neighborhood."

If yes...

- Place Premier Sign in the front yard, perpendicular to the street
- Proceed to the next door and start from the beginning of this Play