



Marketing to Higher Profits



Marketing your business

1. Professional Presentation
2. Building a website
3. Maintenance program
4. Monthly Newsletter
5. Warranty Extension
6. Marketing Plan
7. Turn Leaks into future business
8. Insurance claims-How do they Work
9. Know your Incentive Program
10. ERSystems-How we can help



#1. Proposal Process

- How often are you meeting the right person?
(Decision Maker)

- One chance to highlight your Company (Proposal).
 - It should sell without you having to be there
 - Include your manufacture sales info
 - We offer all literature free of Charge
 - Educate through your proposal



Proposal

- Proposal Program
 - Photo's of roof (able to take them on the roof without the customer having to get on the roof!)
 - List of problems
 - Step by step process of what you will do to the roof- **Roofing Module**
 - ROI, Payback, Price



ROI Example

40,000 square foot EPDM

-(**\$80,000**) Restore with Eraguard 1000

-\$7,500 Energy rebate \$.18 per sq ft

-\$15,000 savings for 10 years

The roof actually cost the building
owner

\$(57,500) not to mention the savings
over replacement



Proposal

- Follow up
 - Thank you letter directly following meeting
 - Phone call 7-10 days after meeting offering help to get decisions made
 - Cost: 2Hrs drive time-2hrs to Measure 2 hrs to work up number
 - 6-8 hrs to bid a job (You desire a follow up call)



Proposal/Price

- What options do you provide?
- Increase your Close Ratio
 - Restoration should always be an option **Good/Better/Best**



Completion Package

- A MUST do in the sales process
- Follow-up documentation, photo package of before, during, and after
- Confirms the decision for the bldg owner!
- Give them the package, it will sell you another job with that company or they may pass it along as a referral.



Networking/referrals

- How much of your business is word of mouth?
- How can you increase your negotiated work.
 - Local Organizations
 - BOMA
 - Sponsor Chamber of Commerce dinner
 - Volunteer/Speak as a roofing Professional



#2 Building A Website

- Important for building company “image”
- Has become very inexpensive
 - \$100-\$1000.00
- With approval can link to ERSystems Web Page
- If You have a web page, how many hits do you get?
 - How can you increase that number



#3 Maintenance Agreement

- Do you offer them to customers?
 - Offer with or without a warranty
 - Why offer a maintenance program
 - Decrease warranty claims
 - Catch non-warranty claims early to decrease the amount of damage
 - Keep connected with you customer
- How or what do you charge?
 - Per square foot?
 - Annually?



#4 Monthly/Quarterly News Letter

- Add value to your customer
- Educate them on roofing in tidbits
- Keep your name in front of them



#5 Warranty Extension

- Who is the easiest customer to get?
- Single-ply is one of our fastest growing restoration systems.
 - Warranty extension!
 - File Cabinet full of GOOD leads



WARRANTY EXTENSION NOTICE!

From Mid-West Roofing Company

Warranty # _____ has expired, you still have time to **extend your warranty for another 10 years.**

Restore: Add more protective mils over the entire membrane.

Protect: Stop the leaks and protect your roof investment by extending the life of your roof with a sacrificial barrier to protect from UV and infrared heat.



Before



After

Preserve: As Single-Ply systems continue to age, the probability of leaks, the cost of maintenance, and the potential for total roof replacement increases. ERSystems Single-Ply Restoration systems slows down the aging process, and dramatically reduces the effects associated with aging.

Put your roof to work for you!

- Reduce Energy Costs by cooling your roof
- Warranty extensions in 10 year increments

Hot Roofs....Cool Solution

Mid-West Roofing Company

Tim Pyatt or Rod Martin
225 18th St Se
Mason City, IA 50402
Phone: 641.424.4114
Call 800.422.7150

About the Manufacturer:

ERSystems

www.ersystems.com



#6. Marketing Plan

- How do you get the best results?
- Billboards
- Radio
- Old School Canvassing
 - Nothing better
- Lunch and Learns
- Direct mail-Info Search
 - with phone follow-up has produced the best results 7-10%



Lunch and Learns

- Box Lunch
 - Current customers & new prospects in room together (group selling)
 - ERSystems Sales people will help you put it together and always willing to speak!



Lunch and Learn

- Key to a good seminar
 - Invitation process
 - Informational Invite
 - Call follow-up
 - True Invitation
 - Call follow-up
 - Keep meeting to 3-5 hours
 - Include lunch



Direct Mail Program

- ER Systems direct mail program
 - Done through Info Search
 - Post card (front & Back)
 - \$.25-.35 per mailer postage cost and list use.
 - ER Systems pays for the mailer & development
 - 1000 mailer minimum



#7 Turn Every Leak into Potential Business

- Everyone gets leak calls/Lead Calls
 - Get the most out of them
 - Accompany the bill with options
 - Roof Restoration in X yrs
 - If not start to budget for roof replacement in x yrs
- Start to develop your data base
 - Type of roof
 - Life expectancy etc...



#8 Understand Insurance Claims

- What do you do if a storm rolls through?
 - Do you contact your customer/client list?
 - Keep your customers loyal



#9 Understand your Incentive programs

- Be an Expert in your area!
- Know what incentives are available in your region.
 - Most regions have rebates for energy savings.



#10 *ERSystems*

- Technical resource
- Sales resource
 - Develop sales plan
 - Develop marketing plan
 - Simply help sell a job
 - Free IR Scans
 - Free Roof Survey
- Sounding board for ideas
- Free Sales Literature to include in your Proposal



Conclusion

- Professional Presentation
- Building a website
 - Critical & Inexpensive
- Maintenance Program
 - Many low cost options we can help with
 - Diversify in an economy of sustainability



Conclusion

- Marketing Plan
 - Lunch and Learns
 - The process is important
- Joint Meetings
 - ERSystems Mailer campaign
 - Group selling one of most effective ways to sell
- Work your leak calls/Lead Calls
- ERSystems* employees