



## Contractor's 30-Point Checklist to: **WINNING MORE JOBS**

**STEP #1** Read through the list checking off what you're currently doing and not doing

**STEP #2** Determine which items you're going to implement within the next 90 days (next quarter)

### Win More Job Checklist

Currently Doing  
(Yes or No)

Apply in 90 Days  
(Yes or No)

INBOUND ACTIONS			
1	<b>Break Down Sales Process:</b> Be thorough & descriptive on every critical step, working one step at a time		
2	<b>Measure Conversion Rate:</b> Comparing one step to the next; work on improving each step by just 10%		
3	<b>Determine Highest Conversion Rates:</b> Get the others to shadow them (typically it's the owner)		
4	<b>Flowchart your Sales Process:</b> Visually educate your team as a picture is worth a 1000 words		
5	<b>Sales Process Script:</b> Leverage the magic question "Just so I can help you best, would it be okay if I asked you a couple of questions?"		
6	<b>Create a Data Base:</b> So you can separate "Current Clients" from "New" to "Up-Sell", "Cross-Sell", "Down-Sell", etc.		
7	<b>Filter Fast:</b> Create a system to quickly identify the tire-kickers from the serious buyers		
8	<b>Run a Sales Competition:</b> amongst your sales team for 1-2 weeks based on the area you most need improvement		
OUTBOUND ACTIONS			
9	<b>Build Sales Force not on your Pay-Roll:</b> Find Contractors/Services that sell to the same audience & share referrals		
10	<b>Create a Unique Selling Proposition (beyond price):</b> Define why someone should buy from you instead of the competition		
11	<b>Create a Gaurantee:</b> People hesitate to buy because they fear they will be let down... so gaurantee this won't happen		
12	<b>Leverage Testimonials:</b> Get them to see the benefits others have gotten from using you (video & written)		
13	<b>Leverage your Online Presense:</b> In the eyes of your prospects, if you're not online, your trust is questioned		
14	<b>Create a Sales Binder:</b> Blow them away with pictures of past jobs, your process, contacts, etc.		
15	<b>Tweak Marketing Material:</b> So it addresses your prospects' frustrations and fears		
16	<b>Create Video/Audio Training:</b> Determine what works and train people on it (role-play style)		
17	<b>Create Price Objection Scripts:</b> Focus in on the top 4-5 objections		
18	<b>Show Up On Time:</b> this is one of your clients's biggest pet peeves, so be respectful		
19	<b>Call in Advance:</b> Before showing up... this builds trust with prospect		
20	<b>Send Contractor Checklist:</b> Before meeting them, inform them of what they should watch out for (make yourself the prize!)		
21	<b>Create a Past Client-to-Prospect Engagement:</b> have them talk to your "raving fan clients"		
22	<b>Quality Control Checklist:</b> Ensure them that jobs are done right the 1 <sup>st</sup> time		
23	<b>System for Starting, Running &amp; Finishing Jobs:</b> Share your process to build trust and separate yourself beyond price		
24	<b>Understand "Secret Psychology" Profiling:</b> So you're talking their language		
25	<b>Wear a Uniform:</b> Everyone shoud look professional		
26	<b>Survey Past Clients:</b> on why they bought from you (do the same for those that didn't so you can fix that in the future!)		
27	<b>Use Target Marketing:</b> be very specific with your communication (Are they retired, a family of 4, single, etc.?)		
28	<b>Educate on Value:</b> Except price		
29	<b>5 X 5 Block Marketing:</b> Put up signs around the neighbourhood from the last job you did (with testimonial from client!)		
30	<b>Follow Up:</b> Create a sales board so you know when and who to call (so nothing gets dropped!)		

**(TradieTip: a 20% increase to your Quote-to-Win ratio will double your profits!)**