

“Problem-Solver” website sales copy for a small home improvement company website. The company was having a significant problem with sending sales reps out on “free estimate” calls before the homeowner was ready to do business. Customer wanted a web page that very strongly qualified the homeowners and positioned the company as offering a significant discount for a one-call close. This was intended as an experiment to find the limit of how much a customer could be pre-qualified without becoming angry. Final copy used was a significantly “softer” version.

## **Thank you for your interest !**

Please take a moment to read through this information **before you schedule an appointment.**

### **Free Estimate**

When the time is right, we're **glad** to meet with you at no charge to discuss your needs, our services and our prices. However, some people waste everyone's time by scheduling the appointment before they are actually ready to make a decision. **That's a big problem for us** because we operate differently... we're a **fast**, lean, efficient *discount company*. In order to keep our “estimate” free of charge we don't send our sales reps out when you're not close to making a yes or no decision.

We truly apologize for any inconvenience this causes, but **the thousands of dollars you save** by *letting us do it our way* should make you feel a whole lot better!

### **Other estimates**

If you want three estimates, have the other two when we get there and we'll beat the price, the quality, or both. Remember, we're a **discount** construction & painting company with no middleman... we beat the prices of big home improvement companies, and you'll save thousands! “Think about it” **now instead of later** and save a bundle! **Nobody ever gets a big discount for saying “we'll call you back next week”.**

### **Have everyone there who needs to make the decision**

Usually, this means both the husband and wife. It can also mean Grandma, the HOA president, the realtor, the Son-in-Law, your accountant, etc. Having everyone there *the first time* puts money in your pocket!

### **Allow enough time**

There is a lot of information you need and questions you'll want ask. All of this will not happen in 30 minutes when you are running out the door for dinner! Set aside a couple of hours of “quality time”. You'll save a **lot of money** because of the time you spend with us!

### **Be able to concentrate**

You won't be able to concentrate if the kids are screaming, the phone is ringing, and the TV is blasting. Please give yourself (and us) a proper environment to discuss a serious matter.

### **Have the right questions to ask for this project**

Included is a list of the **big questions** you have to ask any home improvement company before you can make a good choice and a good investment.

What is the difference between your company and the ones who send me all that junk mail?

How can you beat the price of the other companies?

If you are less expensive, is your work lower quality?

Why do you have two companies with two separate contractor's licenses?

How can some other people offer me cheaper prices?

Do you have liability insurance and "worker's comp"?

Why can't I just pick up a couple of workers off the street and do it cheaper?