

**STOP JUST GIVING
ESTIMATES**



**START CLOSING
DEALS**

→ **POLITE**

→ **ENGAGED**

→ **ASKS GREAT QUESTIONS**

→ **DOESN'T BUY**

“It was the price.”

“It was the competition.”

“It was the timing.”

**THE DECISION WAS MADE
BEFORE YOU ARRIVED**

THE FIRST CALL

WHAT MOST CONTRACTORS FIX:

→ **ESTIMATE**

→ **PRICE**

→ **PROPOSAL**

CONTROL WASN'T LOST *THERE.*

**CONTROL IS LOST BEFORE
THE ESTIMATE**

MISTAKE #1

**TREATING THE CALL
LIKE SCHEDULING**

MISTAKE #2

**ANSWERING INSTEAD
OF LEADING**

MISTAKE #3

**SOUNDING HELPFUL
INSTEAD OF AUTHORITATIVE**

BY THE TIME YOU ARRIVE...

THE PRICE IS IN CHARGE

**WHY THE ESTIMATE
FEELS UPHILL**



**THE FRAME WAS
NEVER SET**

THE FIRST CALL
ADVANTAGE



CONTROL THE FRAME

WHO LEADS THE CALL SETS:

→ **EXPECTATIONS**

→ **PRICING TOLERANCE**

→ **TRUST**

DECISION FRAMING

SAME LEAD

SAME PRICE

DIFFERENT OUTCOME

AUTHORITY POSITIONING

**PEOPLE DON'T AVOID BUYING
THEY AVOID BAD DECISIONS**

AUTHORITY ≠ CONFIDENCE

AUTHORITY = CLARITY + DIRECTION

WHEN YOU LEAD THE DECISION

PRESSURE GOES *DOWN*

WHEN YOU DON'T

PRESSURE GOES *UP*

LISTEN FOR CONTROL

NOT WORDS

**LEAVE
WITH
THIS:**

1

**CONTROL IS LOST
EARLIER THAN YOU THINK**

2

**THE DECISION LEADER
OWNS THE OUTCOME**

3

**THE FIRST CALL
SETS THE SALE**

NOTHING ABOUT *THE LEAD* CHANGED

NOTHING ABOUT *THE MARKET* CHANGED

NOTHING ABOUT *THE PRICE* CHANGED

ONLY WHO LED THE DECISION