

The Frictionless Selling Playbook

**MASTERS
OF HOME
SERVICE**

Home service pros are great at the actual work. But the part that slows them down? Getting customers to actually book.

The good news: most of the friction in your sales process isn't hard to fix. Small changes like a shorter form, a faster callback, and a quote that includes available dates can boost how many leads turn into paying jobs.

"If you make it hard for customers to actually give you money, then you are missing the whole thing."

– Adam Sylvester, Charlottesville Lawn Care and Gutter Pros

With advice from Brandon Downer, Co-Founder of Pink's Windows, this playbook walks you through how to identify and eliminate friction in your sales process from the first inquiry to the final close. By the end, you'll have:

- A friction audit checklist to spot what's costing you customers
- Tips for building a booking form that converts
- A simple system for faster, trust-building quotes
- Scripts for closing on the spot and via email
- Communication habits that keep customers confident

HOW TO USE

Work through each section and check off what's already in place. Any "no" becomes your next action step. Don't try to fix everything at once. Identify the biggest leak, patch it, move to the next one, and watch your sales process become smoother and more profitable.



1 Audit Your Sales Process for Friction

People reaching out to your business sometimes aren't 100% sure they want to buy yet, they're exploring. "Most people don't even know what they want... they saw an ad, they're like okay window cleaning, maybe I want that maybe I don't, how much is it," said Brandon.

Your job is to make every step from that first click to a booked job feel effortless. In other words, the first step is putting yourself in your customer's shoes.

"What I would challenge everybody to do is if you were a customer, how would you want to be treated? It's a golden rule, right."

– Brandon Downer, Pink's Windows

Friction Audit Checklist:

- ☐ All calls are answered or returned the same day
- ☐ Your website clearly describes what you do and roughly what it costs
- ☐ Your booking form is on one page and asks only what's necessary
- ☐ Customers can reach you through more than one channel (form, phone, text)
- ☐ Quotes are sent the same day you do the estimate
- ☐ Available booking dates are included directly in your quote
- ☐ You follow up on open quotes within 24 hours
- ☐ You have an after-hours plan (e.g., AI receptionist), so no inquiry goes unanswered

Pro Tip: Regularly walk through your own sales process as if you're a customer. Where does it slow down? Where do you ask customers to do work that you should be doing for them?

2 Build a Booking Form That Converts

Your online form is often the first real interaction a customer has with your business. If it's long, confusing, or asks for too much, they'll abandon it.

Here's a solid guideline: keep it to one page and ask only what you actually need. "The customer knows oh this isn't gonna take me six minutes, this is gonna take me 45 seconds to fill out," said Brandon.

Booking Form Checklist:

- ☐ Your form fits on a single page (no multi-step flows)
- ☐ You only ask for the five essentials: name, email, phone, address, services
- ☐ You include a "When do you want the work done by?" field
- ☐ You include a frequency dropdown (annually, biannually, quarterly, monthly, biweekly, weekly, or "not sure—let's chat")

"We need five things to give you a quote: name, email, phone number, address, and services you want."

– Brandon Downer, Pink's Windows

Jobber's online booking lets you build a simple, customizable request form you can add directly to your website. When a customer fills it out, their info flows straight into Jobber as a new request. No manual entry, no missed leads, and no scrambling to follow up.

3 Meet Customers Where They Are

Some customers want to call, others will only book through a form, and some prefer to text. If you only offer one way to reach you, you're losing the customers who prefer the others.

Communication Channel Checklist:

- ☐ You have an online booking form on your website, socials, and Google Business Profile
- ☐ Your phone number is easy to find and calls are answered (or returned same day)
- ☐ You're set up to receive and respond to text messages
- ☐ You're active on Google Business Profile and responding to Google messages
- ☐ Your phone number is registered and your caller ID shows your business name

“A lot of people will only buy their way. So if there isn't a form on your website and they're from people, they'll go somewhere else.”

– Adam Sylvester, Charlottesville Lawn Care and Gutter Pros

Pro Tip: In fast-paced markets, text-first can often outperform calls. Consider a text-first follow-up flow as your default, then escalate to a call for larger or more complex jobs. “You have to meet your customer where they're at, not where you're at,” said Brandon.

4 Speed to Lead: Respond Before They Move On

The faster you respond to a new inquiry, the higher your chance of closing the job. This is especially true for lower-ticket services such as house cleaning and lawn mowing, where customers are comparing multiple quotes quickly.

When Pink's Windows tightened their response time, customers noticed—in the best way.

Speed-to-Lead Checklist:

- ☐ You have an automated response that goes out immediately when someone submits a form
- ☐ You aim to follow up with every new inquiry within minutes, not hours
- ☐ You have an after-hours plan (e.g., using Jobber Receptionist) to acknowledge inquiries when you're off the clock

“I submitted a form and my phone rang a minute later. I thought it was fake... We're trying to surprise our customers with how good our customer service is.”

– Brandon Downer, Pink's Windows

Pro Tip: Automation should support your process, not replace it. Brandon's caution: the #1 automation mistake is "They don't understand their sales process and so they just take whatever the automation company they're using, they just take that and just plug it in and think it's gonna work." Map your process first, then automate it.

5 Send Same-Day Quotes and Include Available Dates

Getting back to a customer quickly isn't just efficient. It's a trust signal. Every time you do what you said you'd do, when you said you'd do it, you're building credibility before the job even starts.

Whenever possible, send the quote the same day. And when you send it, remove all the friction from the next step by including your available dates right in the email.

“To accept this quote, here's four dates that work for us... all the customer has to do is respond 'looks good Wednesday at 9.'”

– Brandon Downer, Pink's Windows

Email Close Script:

Subject line: Quote for [service]. Let's get you booked!

Hi [Customer Name],

Here's your quote for [service]. If everything looks good, just reply with your preferred date:

- Monday [Date] at 9:00 AM
- Tuesday [Date] at 1:00 PM
- Wednesday [Date] at 10:00 AM
- Friday [Date] at 8:00 AM

Looking forward to working with you!

[Your Name / Company Name]

Pro Tip: Give a real quote, not a ballpark price. Asking a customer to wait for a rough number before committing to a proper quote is friction you don't need to create. "We don't do ballparks. We give a quote, and if our quote sucks, that's not on the customer, that's on me," said Brandon.

If you're consistently guessing your prices, that's a numbers problem to solve, not something to pass on to the customer.

Same-Day Quoting Checklist:

- ☐ You send quotes the same day whenever possible
- ☐ Your quotes include 3–4 available booking dates
- ☐ You follow up within 24 hours if you haven't heard back
- ☐ You never send a ballpark, only a real quote

With Jobber's quoting feature, you can build and send a professional quote in minutes, right from your phone. Clients can approve it online with one click, so there's no back-and-forth, no paperwork, and no delay between "interested" and "booked."

6 Close Confidently on the Spot

If you're in front of a customer, don't leave the next step open-ended. A clear, confident close makes it easy for them to say yes so once you're there, ask for the booking.

Closing Script:

I have 9:00 AM tomorrow available, how does that sound for you?

That's it. One specific time. Give the customer something to say yes or no to, not something to think about.

“We always try to get our customers in person when we can... because it increases your chances of closing the job if you're in person.”
– Brandon Downer, Pink's Windows

Closing Checklist:

- ☐ When meeting customers in person, you always ask for the booking before you leave
- ☐ You give a specific available time rather than asking “when works for you?”
- ☐ You follow up on open quotes with a short, warm check-in message

Follow-Up Script:

Hi [Customer Name], just checking in on the estimate I sent over.

Any questions or anything I can clarify? Happy to help, just let me know.

Pro Tip: The best close is the one you actually use consistently. Pick one, practice it until it's automatic, and stick with it. “Some are golden retrievers, yes they wag their tail and they play nice, and there's some pit bulls, they're hard closers,” said Brandon.

7 Communication That Kills Doubt

Most customers aren't lost because of price. They're lost because they stopped hearing from you or never knew what to expect in the first place. "Good communication will kill any doubt of the customer," said Brandon.

Simple, consistent communication at every step, like confirmation texts, a heads-up when you're on the way, a quick thank-you after the job builds the kind of trust that turns one-time customers into recurring ones.

Communication Checklist:

- ☐ Customers receive a confirmation when their booking is accepted
- ☐ You send a heads-up message when you're on your way
- ☐ If anything changes (schedule, scope, timing), you proactively communicate it
- ☐ You follow up after the job to make sure they're happy

Jobber client communications lets you send on-my-way texts, follow-ups, and review requests after the job is done. You set it up once, and every customer gets a consistent experience without you having to remember to send anything.

A Frictionless Process Is a Competitive Advantage

Home service can get competitive. But the businesses that win aren't always the cheapest, they're the easiest to buy from.

Every step of this playbook is designed to reduce the effort customers have to put in, and increase the trust they have in you before the job even starts. When customers feel seen, heard, and taken care of, they book faster, refer more, and come back.

A customer reaching out already wants to give you money, so your job is to make sure you're ready to receive it.

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