



FRANCHISE OWNERS  
**SALESPERSON MANUAL**





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# INTRODUCTION TO SALES AT PREMIER POOLS & SPAS®

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Welcome to the Premier Pools and Spas sales team. Premier Pools and Spas was founded, founded in 1988 to change the way people enjoy their backyards and to enhance the customers building experience. To date we have 50,000 Premier Pools & Spas® customers and are growing that number rapidly. The Premier Pools culture is built on having the right heart condition to take care of our customers, a servant's heart.

This is the introduction to the Premier Pools & Spas sales courses. There will be many courses to follow. Along with videos and testing for the courses. The courses are meant to be used many times not just once. Sales is an art. Study your art and better yourself. In time you will see why the Premier Pools nation of salespeople is the strongest in the world.

The sales presentation training course in the first section begins with the first interaction with our customer. The first call. All courses are done in chronological order from the first call all the way to contract closing. From there: the building process, interaction, customer experience management, how to follow up and referrals after the sale.

## JOB DESCRIPTION & RESPONSIBILITIES

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The pool designer (sales) position is responsible for setting their own appointments and meeting with those potential customers to accomplish the objective of successfully closing a sale, generating positive profitability and exceeding customer expectations.

Designers must conceptualize, design, price, present, and gain commitment for a swimming pool or related back yard construction projects. Meet with customers and explain features and merits of pool ownership. After gathering customer's needs and expectations, designs and recommends a backyard pool utilizing professional and persuasive sales techniques. After initial customer meeting, conducts scheduled follow up until pool is sold, or until the customer is no longer interested in pool ownership.

A designer present the company, marketing and related sales information to customers in a planned presentation format. Attends sales appointments as assigned. May participate in marketing events such as seminars, home shows, and telemarketing events. Attends weekly sales meetings. Other duties as assigned.



# PHONE PRESENTATION

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## STRATEGY:

You have your first leads and it's time to call the customer. Our first call with the customer is the first chance we have to make a good impression and create rapport. We should not forget that rapport with a customer is still one of the strongest sales tools we have in the design and buying process. Strong rapport leads to better information gathering during the design process which in turn can give us an edge when the time comes to design the customer's backyard of their dreams.

## EXAMPLE PHONE PRESENTATION DIALOGUE:

*"Hello, Mr./Mrs. \_\_\_\_\_"*

*"My name is \_\_\_\_\_. "I'm calling representing Premier Pools and Spas. The reason I am calling is I'm responding to your queries about building a new pool or remodel. I'd like to set an appointment to see what great ideas we can come up with."*

*"We're going to a to-scale amazing 3D rendering of your yard. I'm going to need about an hour and a half of your time to find out what ideas and features you love. To help this be more accurate, can you please have your plot plan or survey available on our appointment?"*

*"I'd love to know, how did you hear about us?"*

*"We would love to come out and see you soon...are you located at \_\_\_\_\_?"*

*"And this is the best number to call you: \_\_\_\_\_?"*

*"If you have not had a chance to yet...please take a look at our beautiful website, it's full of great projects for you to look at. Please pick out five to ten pictures on our website that you like, even if it's just one idea or feature on that pool that you like."*

*"It's great you called right now, we're having our largest sale of the year right now, Poolapalooza. With us being the largest pool builder in the world, we get some great volume discounts and we pass those savings on to you."*

*"Take care...and see you soon Mr./Mrs. \_\_\_\_\_"*

Nothing good can happen between the time you hang up the phone and the time you get there. If you have a lead, go now, or as soon as possible. Timing is everything! Call them today! Go see them today! Enthusiasm sells! Making these calls sets a strong appointment which will create a high percentage of in-person closes.

## WHAT WE NEED TO ACCOMPLISH ON THE FIRST CALL

1. Set expectations for time and attendance. Lead yourself enough time for the appointment. We recommend asking the customer for an hour and a half of their time. *"After-all once the pool is dug it's a little permanent"*
2. Assign homeowners tasks. Have them pick out five to ten pictures from the website that they like.
3. Google Earth their house before you call or arrive at the house. Find out setbacks and other details.
4. Visit other websites such as: [www.zillow.com](http://www.zillow.com), which can give you more information on the neighborhood and property.
5. How did they hear about us?
6. Ask them to have a plot plan or survey.
7. Establish Urgency: The customer has to believe our urgency, has to understand why they need our pool remodel or new pool now. Mention sales like Poolapalooza®, Sizzlin' Summer, Endless Summer, etc. This is very important!
8. 'See you now' / 'on your way now': Set the appointment as soon as possible. You can often write a deal before the competition even gets in the house. Call the day before the appointment to confirm with great ideas for their backyard and call again an hour before you head out to the customers house.

## REVIEW SECTION:

1. What are three goals of our first call?
2. What research should be done prior to the first phone call?
3. How much time should you ask the customer to set aside for your first appointment?
4. How soon after receiving a lead should you contact the customer?

# PREPARING FOR THE FIRST APPOINTMENT

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## INTRODUCTION

The fact that preparation before a sales meeting is essential goes without saying, More often than not, it comes down to our lack of the right type of pre-meeting preparation.

In a world where we seem to be constantly looking for extra hours in our working day, Preparation does not need to be too onerous and the more you do it the faster it becomes.

## PRE-APPROACH

Make time to briefly research the individuals you will be meeting. Use social media such as LinkedIn, Facebook, Xing, YouTube to see if there are any links, common backgrounds, areas of expertise. It is important to understand that you are not doing this research to walk in and use it immediately as part of the first small talk, but more to help give you confidence and knowledge about who you are meeting!

## TAKE PHYSICAL EVIDENCE

Leaving the Premier Pools & Spas® brochure behind, which backs up what you'll be saying in your presentation, is very important. It allows the prospect to flip through something on their own time, while solidifying what you discussed.

## BE TIMELY

Being on time is a matter of showing respect for the customer. You are showing the customer that you value their time. If you are on time, you are already 5 minutes late. Always show up a minimum of 5 minutes early to you appointments to scout out the house or job site. Always make sure to call you customer when you are on the way to their house as well to let them know that you are on the way.

## DRESS APPROPRIATELY

Your look can influence the customer's impression of you. Remember, you are walking into your customer's home. We should never be entering the home with muddy shoes or in a disheveled fashion.

If the customer has a poor impression of you they are far less likely to have you build the backyard of the dreams and as the old saying goes, "You only get one chance to make a first impression." Make it a good impression!

Salespeople's personal appearance/hygiene should be important to both employees and the company. You should look professional. What is professional in our industry?:

- Sales persons are expected to maintain a good personal appearance and to give consideration to neatness and cleanliness.
- Salespeople should always dress in a manner befitting the job. Take into consideration the needs of safety and what is needed for us in the house, backyard or the office wherever the appointment takes place.

Clothing that should not to be worn by sales persons while working includes, but is not limited to, the following:

- Tattered jeans or shorts
- Shirts with language or graphics that are vulgar, sexually explicit, or may otherwise be offensive
- Attire that is revealing or provocative
- See-through blouses or shirts
- Tank tops
- Clothing that allows bare midriffs

What should you wear?:

- Premier Pools branded polo shirt or similar
- Premier Pools branded hat when appropriate
- Premier Pools jackets / sweaters for the winter months
- Slacks, khakis, dress pants or similar
- Dress shoes or construction shoes depending on if this is a first appointment or dig. Slip on dress shoes are a good choice as you always want to offer to take you shoes off at the customer's front door.

Dressing for success will lead to successes. Never put yourself at a disadvantage with the potential customer by dressing poorly or provocatively.

### ITEMS TO BRING OR LEAVE ON THE FIRST APPOINTMENT

1. Company Referral List
2. Personal referral list with letters of recommendation. These can be report cards with positive comments highlighted.
3. Dot map of local pools built around their area. Google Earth has a resource for this.
4. Premier Pools & Spas Brochure with DVD
5. Referral coupon. These should be left on the first appointment.
6. Financing information if needed.
7. Chip-clip, mini-inflatable beach ball or other small promotional item.

## PLAN THE STRUCTURE OF THE MEETING (BEGINNING, MIDDLE AND END)

1. Plan how you are going to open the meeting and encourage them to talk.
2. Think about the questions you should ask and what relevant information you will share.  
There are several suggested questions to ask in the next chapter.

## THINK IN TERMS OF VALUE PROPOSITION. THESE ARE BENEFITS TO THE CLIENT, NOT JUST THE FEATURES

Know your customer but really understand the value of each one to the prospect sitting in front of you. It sounds basic but all too often we see salespeople that forget that the buyer is thinking, “*So what does that mean to me?*” Keep pool trade terminology to a minimum. Remember the customer does not know the pool industry. Practice your presentation with friends and family unfamiliar with pool-speak. If they understand the presentation you’re on the right track

## CHECK YOUR MINDSET / SELF-TALK

Although, I have left this to the last, it is potentially the most important. Put your Blackberry / iPhone away before you meet with your customer

Your real differentiation is ‘you’ and people still buy from people they like and feel are interested in them.

In conclusion, if you do not prepare you are making it hard for yourself and your confidence. In truth, without preparation you are making it more difficult to convince your customer that you and Premier Pools are the choice to build their dream! You do not need to spend hours preparing but do give the customer a chance to see that they are dealing with a professional- the kind we all want to do business with.

Being prepared and completing good plans is a key to success. Here is what you need:

# WHAT ALL SALESPEOPLE SHOULD BRING TO THE FIRST APPOINTMENT

1. Company referral list.
2. Personal referral list with letter of recommendation. These can be report cards with comments highlighted.

015-01  
7-25-06

**Premier Pools & Spas**

Dear Premier Pools & Spa Customer:

Now that construction of your swimming pool is complete, please take a moment to rate our performance on your job. We evaluate the success of our company by the satisfaction of our customers.

	EXCELLENT	VERY GOOD	SATISFACTORY	UNSATISFACTORY
COMMUNICATION	X	_____	_____	_____
TIMELINESS OF CONSTRUCTION	X	_____	_____	_____
QUALITY OF CONSTRUCTION	X	_____	_____	_____
ATTITUDE, CLEANLINESS & BEHAVIOR OF CREWS	X	_____	_____	_____
OVERALL PERFORMANCE	X	_____	_____	_____

Will you feel comfortable referring our company? (circle one) YES or NO

May we use your name on a referral list as a satisfied customer? (circle one) YES or NO

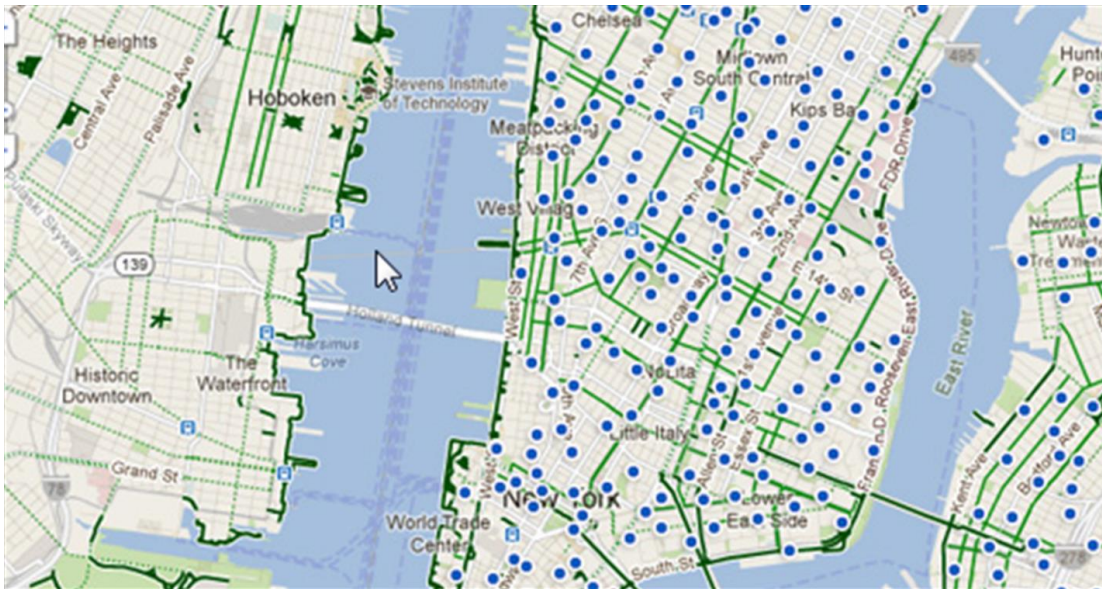
Other comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature: Lane G. Gibbs Date: 7-31-06  
Brian P  
Paul S

11250 Pyrites Way • Rancho Cordova, CA 95670 • (916) 852-0223 • www.premierpoolsandspas.com

3. Dot map of local pools built. Google Earth has a resource for this. This is a great tool to show Credibility with a map of past happy Premier Pools customers. The map making tool is located on this site. <http://www.google.com/mapmaker>



4. Premier Pools & Spas® Brochure
5. Referral Coupon: Who is better at selling your product, you or your customer's testimonial?

Not even close. Your customer can outsell you one hundred to one. And even though you intuitively know this, you still think you have to "sell" and "educate" the prospect. Nothing could be more powerful than the words of one customer who loves you, telling a customer thinking about doing business with you to DO IT! Are you going to believe your next door neighbor who just bought a pool like the one you want, or a pool salesman? Neighbor of course. Same with your business.

REFER A FRIEND AND RECEIVE \$200!



**NEW CUSTOMER:**

Name \_\_\_\_\_

Address, City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

**REFERRED BY:**

Name \_\_\_\_\_

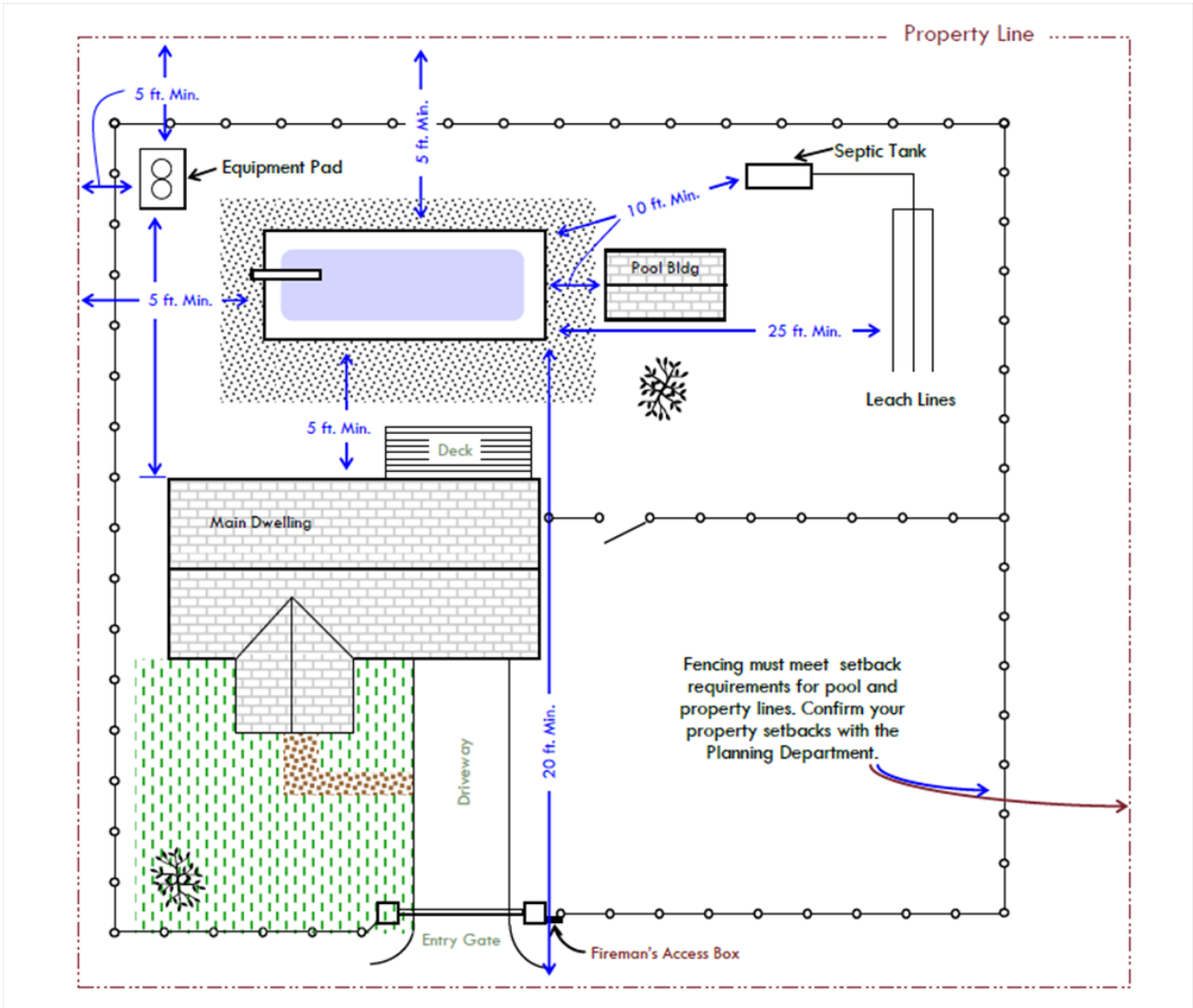
Address, City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

To receive this offer, complete the above section and email to [mainereferrals@ppas.com](mailto:mainereferrals@ppas.com) or fax to 207.795.6842.  
 \*This offer is valid for new pool customers not currently under contract with Premier Pools and Spas. A \$200 check will be sent to referring person upon excavation of new pool.

6. Financing Information (If Needed)

7. Setback Charts & Requirements by City



## POOL SETBACKS

FRONT YARD SETBACK:	20 FEET
STREET SIDE YARD SETBACK:	10 FEET
INTERIOR SIDE YARD SETBACK:	5 FEET
REAR YARD SETBACK:	5 FEET
FROM ANY BUILDING:	5 FEET
FENCE:	3 FEET



## 8. Natural Gas Pipe Sizing Charts

### Natural Gas Pipe Sizing Chart

Length of Pipe In Feet	Size of Pipe in Inches								
	1/2"	3/4"	1"	1-1/4"	1-1/2"	2"	2-1/2"	3"	4"
10	108	230	387	793	1237	2259	3640	6434	
20	75	160	280	569	877	1610	2613	5236	9521
30	61	129	224	471	719	1335	2165	4107	7859
40	52	110	196	401	635	1143	1867	3258	6795
50	46	98	177	364	560	1041	1680	2936	6142
60	42	89	159	336	513	957	1559	2684	5647
70	38	82	149	317	476	896	1447	2492	5250
80	36	76	140	239	443	840	1353	2315	4900
90	33	71	133	275	420	793	1288	2203	4667
100	32	68	126	266	411	775	1246	2128	4518
125	28	60	117	243	369	700	1143	1904	4065
150	25	54	105	215	327	625	1008	1689	3645
175	23	50	93	196	303	583	993	1554	3370
200	22	47	84	182	280	541	877	1437	3160
300	17	37	70	145	224	439	686	1139	2539

Natural Gas flow is given in thousands of BTU/hr. - One cubic foot of LP gas = 1000 BTU

Nominal pressure at the burner for Natural Gas is 3.5" of water column. (Typical machine supply 5"-7")

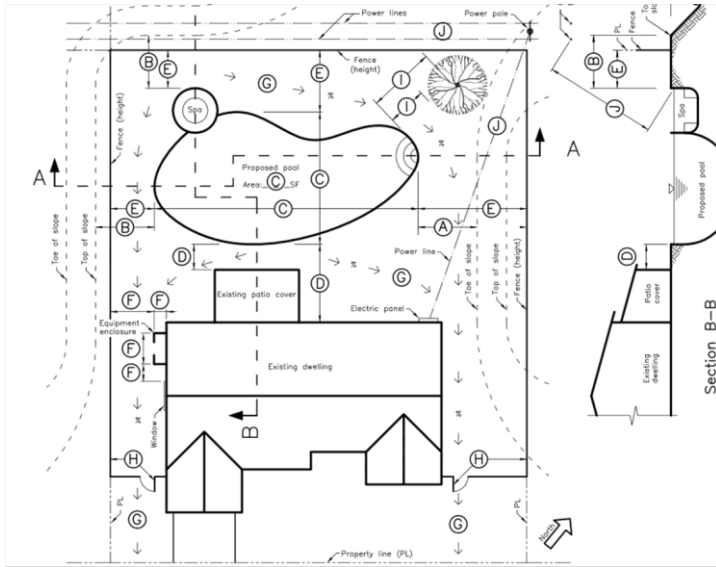
Pipe length must include additional length for all fittings. Add approximately 5 feet of pipe per fitting

Natural Gas Example: A machine with a burner that requires 440,000 BTU would need a 1 -1/4" pipe for a 20' long run.

## 9. Site Plan Requirements

SWIMMING POOL SITE PLAN – Site plan to show the following information:

- (A) A. Upslope setback dimension – horizontal dimension from the water line to toe of slope.
- (B) B. Downslope setback dimension – horizontal dimension from the water line to top of slope.
- (C) C. Length, width, & square foot area of pool.
- (D) D. Distance from pool/spa to all existing structures. Tempered glass windows might be required.
- (E) E. Distance from pool/spa to all property lines.
- (F) F. Dimensions, location, setbacks of pool/spa equipment enclosure. Indicate heater distance to any openable windows nearby.
- (G) G. Drainage from pool/spa to street or other approved area.
- (H) H. Location of new or existing fencing enclosing pool/spa area, including required self-closing, self-latching gate.
- (I) I. Distance to protected trees.
- (J) J. Power poles & overhead lines with clearance from water line to overhead power line.

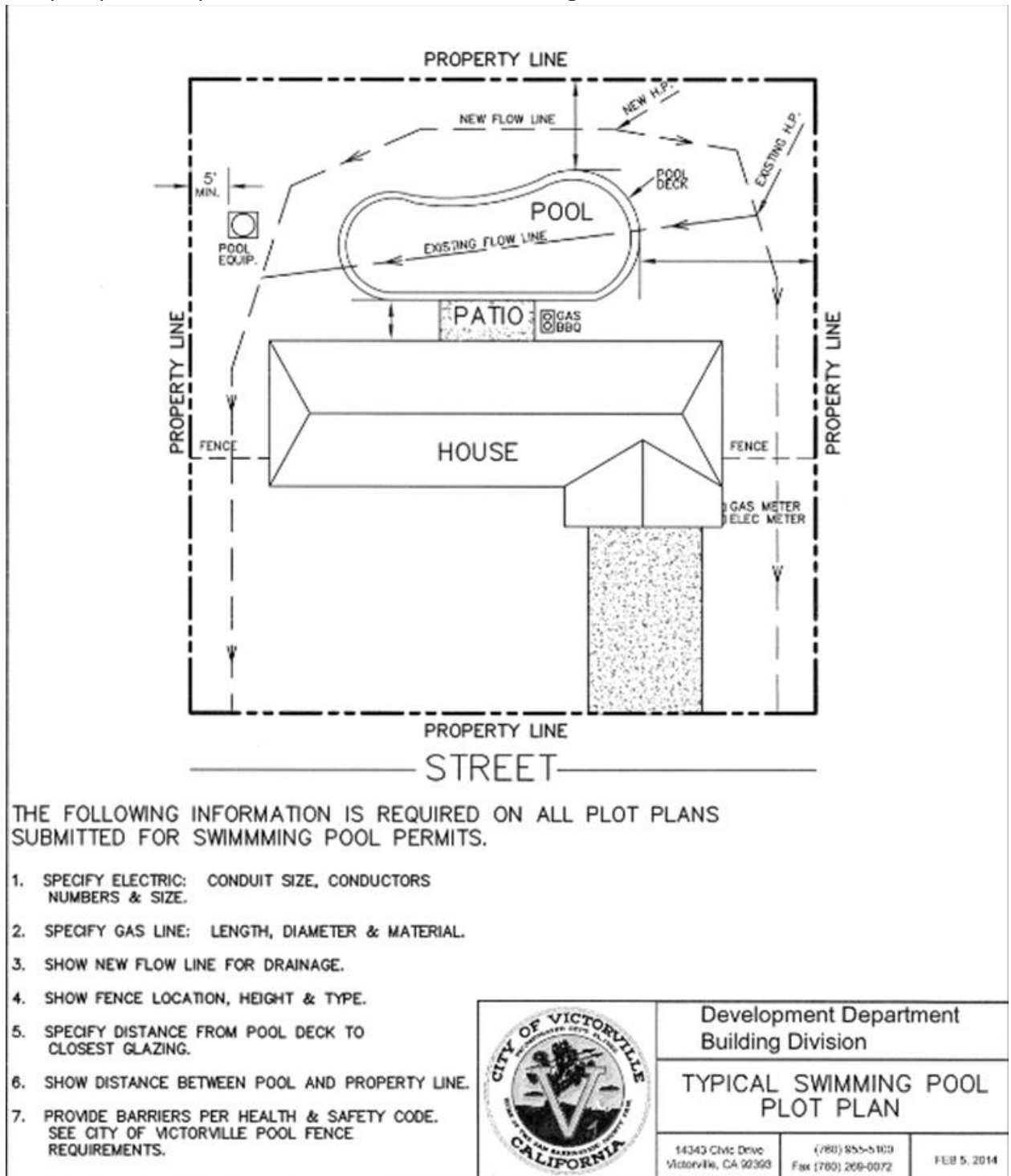


10. Plot Plan Checklist: Plot plan requirements vary from city to city. Make sure to check with you local city or county to create a chart for what is required.

Example: For private swimming pools the plot plans shall contain the following information:

- Builder's name, address, and telephone number.
- The north arrow, street right-of-way and street name.
- Plan scale is to be between 1" = 20' and 1" = 50'.
- Temporary soil erosion control measures may be required based on the field inspection.
- Permanent soil erosion control measures may be required for final grade approval.
- Show location and dimensions of the proposed swimming pool and ALL structures on the lot.
- Show lot dimensions. Indicate the distance from the water's edge to all property lines, easements and buildings.
- Show the location of all fencing and gates. Indicate the location of all above-ground and underground utilities. Include septic and well if applicable.
- Show the location of all overhead wires. Include the distance between the wires and the water's edge, and the height of the wires above the ground, deck, patio, or other walking surface below the wires.
- Patio or other walking surface below the wires.

- The plot plan footprint and the construction drawings shall be consistent.



11. Contract Packets - These should contain:

- Contract
- Customer Responsibilities Sheet
- Neighbor Access Agreement (If Needed)

- Additional Excavation Agreement
- Concrete Agreement
- Interior Finish Agreement
- Decks Off Contract Agreement
- Premier Pools & Spas® Project Planner

## 12. Premier Pools & Spas® Construction Kit



13. A laptop capable of running PoolStudio or hand drawn pool materials.

14. Rubber boots for those wet or rainy days (measuring yards)

15. 35' measuring tape (for most yards) and a 100' measuring tape for the odd shaped yards.

16. A flashlight for measuring yard in low light or at night.

# CHRONOLOGY OF THE FIRST APPOINTMENT

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## INTRODUCTION

As a reminder you should call your customer the day before your appointment and the day of the appointment to confirm your appointment time. This will help to minimize the times that a customer misses the appointment. We also need to make sure that we have asked the home owner for an hour of their time. I often say *"The pool is a little bit permanent once we have started to dig. After all Mr. Smith you only get to build a pool once or twice in your life, and I want to make sure that we have the time to come up with a concept you love."* Some humor will get the point across that we need to spend some time on the design. This will also prevent the customer from scheduling the appointment too close to another appointment or event they have scheduled. Having adequate time to do a complete presentation gives you the best chance of selling the pool project.

The total time we should spend on the first appointment should be no less than one hour and preferably somewhere between one to two hours long to accomplish our check off lists.

## IDEAL FIRST APPOINTMENT TIMELINE

5 Minutes:

- Introduction to the customer

5 to 20 Minutes:

- "Who We Are" story
- Company national locations
- Company dollar volume
- Top 50 list by volume
- Customer satisfaction sheet

20 to 50 Minutes:

- Design questions
- Review the pictures selected by the customer from the website
- Ask the customer what the theme of their backyard is
- Ask the customer what their lifestyle is and how they will use their backyard

50 to 75 Minutes:

- Take detailed measurements of the backyard
- Make sure we are specific and that we call out every detail in the backyard locations:
  - Hose bibs
  - Concrete cuts
  - Electrical runs

75 to 95 Minutes:

- Paint the picture for the home owner
- Walk them through the rough concept of what their pool will look like in their backyard based upon the things they told you they loved

95 to 120 Minutes:

- Final questions back inside the house
- Find our final design features
- Find out budget
- Set the next appointment

## ESTABLISH RAPPORT

When we walk into the house we need to pay attention to the customer's house. What are their interests? You want to be able to relate to the customer on things that you and the customer have in common.

Some examples of this would be:

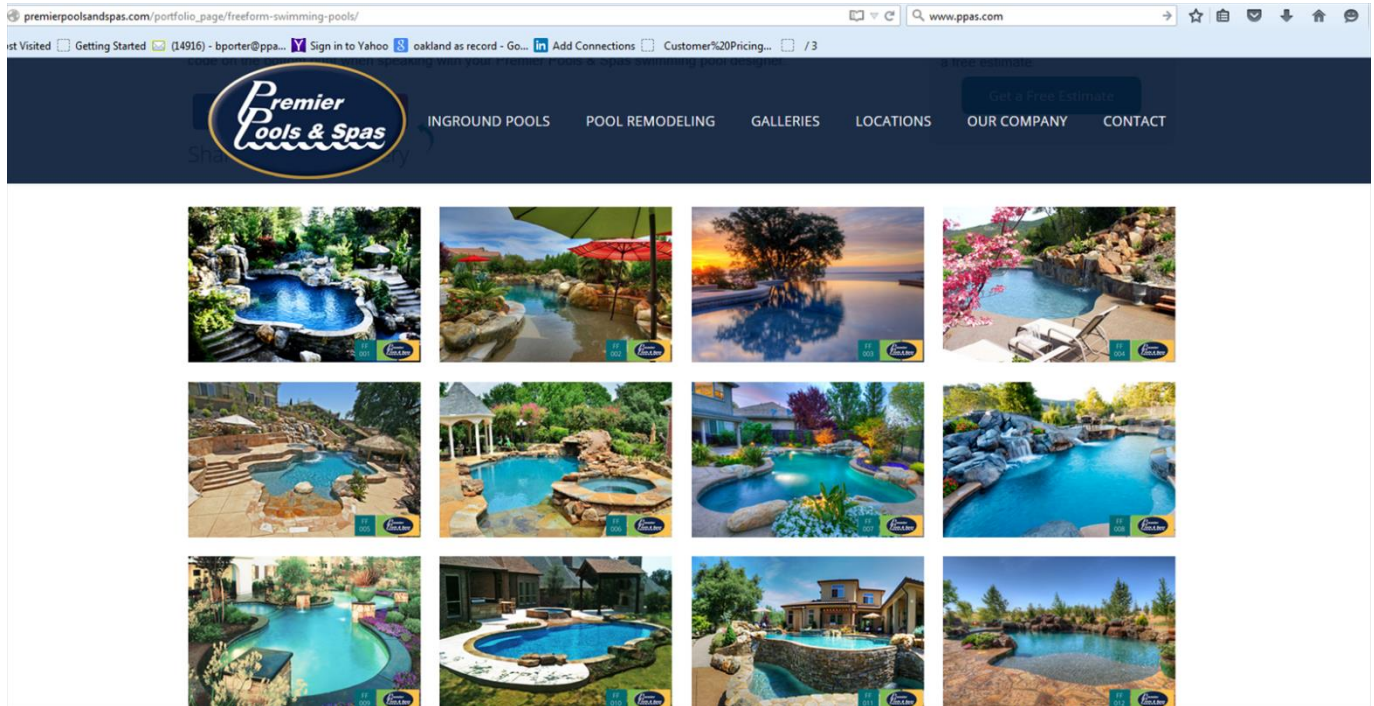
- Sports Teams
- Cars
- Pets

In general, half of the first appointment should be NOT talking about the pool.

Remember: Always take a few minutes, usually at the beginning of the appointment, to 'warm-up' the customer. Make some small talk; take a sincere interest in your client. The time you invested in trying to become friends with this customer, the time you spent trying to get them to like you, to see you as a person, not just as someone coming in asking them for money, may make the difference between getting the sale or not. Remember these are people, not machines, and we all make buying decisions for many different reasons.

## CONTINUING ON –

When you knock on that door, a great way to start the conversation could be *"Mr. Smith, did you do that homework assignment I gave you, to select 5-10 pictures from our website?"*



The homeowner will usually have a tablet with the pictures selected or will have the pictures printed out. The next step is to lead the conversations. At this point start to make your way to the living room or the dining table. DO NOT immediately go to the backyard. We cannot possibly come up with a design until we establish what the homeowner wants.

*"I am glad you selected some great photos of pools from the premier pools website. But before we get into the design elements let me tell you a little bit about myself and Premier Pools"*

We are the number one pool builder in the world. We need to make sure that we are setting the expectations correctly. Do not follow the industry example. The goal is to set the highest level of professionalism for the customer.

Most of our business takes place at the kitchen table or the living room. This is where your presentation will take place.

## THE SALES PRESENTATION


Take out your Premier Pools & Spas® sales presentation book.






5 to 20 Minutes:

- "Who We Are" story
- Company National Locations
- Company Dollar Volume
- Top 50 List by Volume
- Customer Satisfaction Sheet



**About Premier Pools & Spas**

## WHO WE ARE



When Premier Pools & Spas opened our doors in 1988, our philosophy for a successful business was simple. We felt that our company should be built on a foundation of customer-focused employees and happy families... your family and ours. Today, with that same philosophy and with over 40,000 dream backyards built, Premier Pools & Spas is the largest and fastest growing pool company in the world.

[WWW.PPAS.COM](http://WWW.PPAS.COM)

Go over the "Who We Are" page. Emphasize that we are the world's largest pool builder with locations in the United States, India and Mexico. Talk about the great culture of the Premier Pools and Spas® Family. Talk about the strength of knowledge shared amongst our company.

**Premier Pools & Spas**

About Premier Pools & Spas

**LOCATIONS NATIONWIDE**

AMERICA'S #1 RANKED POOL BUILDER

**WEST COAST**      **SOUTHWEST**      **MIDWEST**      **EAST COAST**

WWW.PPAS.COM

Show that we have offices from Portland, OR to Portland, ME. We can and we have built all types of pools. Pages like this create credibility. Your customer wants to know that you will be there to guide their project and that you will be there years after the project is complete.



## INDUSTRY LEADERS AT YOUR SERVICE

Pool & Spa News, a source of news, product information, trends, design ideas, technical tips and business strategies for industry pros produces a "Top 50 Builder List". The list honors the country's largest swimming pool companies and rewards industry leaders and innovators. Premier Pools & Spas has held 14 coveted spots in the last 5 years, more than any other builder!

We spent multiple years in the top 10 ranking positions and achieved the highly sought after number one ranking in 2012 and we continue to hold the title as **largest builder on the planet!**

While we enjoy the recognition and accolades from industry sources our main priority will always be: you. We'd love to show you why we are consistently recognized as a "Top 50 Builder" year after year.



1	Premier Pools & Spas	\$133,068,167
2	Shasta Pools & Spas	61,000,000
3	Keith Zars Pools	49,024,000
4	Cody Pools	43,334,856
5	Presidential Pools, Spas and Patio	43,125,000
6	All Seasons Pools	39,187,333
7	California Pools & Landscape	36,986,460
8	Riverbend Sandler Pools	36,495,105
9	Mission Pools	31,291,833
10	California Pools	31,116,232
11	Claffy Pools	31,095,906
12	Platinum Pools	26,242,902
13	Van Kirk & Sons Pools & Spas	26,183,000
14	Robertson Pools	22,100,000
15	J. Tortorella Custom Gunite Pools	20,859,094
16	American Pools and Spas	18,542,619
17	Seasonal World	18,442,617
18	Gib-San Pools	17,200,000
19	Burton Pools & Spas	17,094,582
20	Cox Pools	17,000,000
21	Pulliam Aquatech Pools	16,853,018
22	Tampa Bay Pools	16,623,333
23	Coast to Coast Pools	16,000,714
24	Serenity Pool & Spa	15,138,876
25	Puryear Custom Pools	14,460,000
26	Hauk Custom Pools	13,340,545
27	Texas Pools and Patio	13,262,100
28	Concord Pools and Spas	12,271,112
29	Morehead Pools	10,746,773
30	Pool Environments	10,528,000
31	Superior Pools of Southwest Florida	10,500,000
32	Monogram Custom Homes and Pools	10,460,000
33	Pools of Fun	10,334,841

\*Based on total revenue data reported from Pool & Spa News, June 2016

We need to share with the customer that Premier Pools is the world's largest builder and has had 14 offices place on the list in the last 5 years on the Pool & Spa News "Top 50 List".



About Premier Pools & Spas

## PREMIER GROWTH



2015 - \$133,068,167

2014 - \$115,488,300

2013 - \$91,020,395

2012 - \$64,175,351

2011 - \$35,023,225

WWW.PPAS.COM

Cover the growth chart page by sharing with the customer that we are the largest pool builder on the planet by 3 times. *"This allows us to have "Costco" like buying power Mr. Smith which means the best possible deal and value for you on your new Premier Pool."*



About Premier Pools & Spas

# #1 IN CUSTOMER SATISFACTION

Building a pool is a process and we are committed to providing excellent customer service from the beginning stages of design, throughout construction and after completion. We are proud to say our business was built mainly from the referrals of our happy customers.

TOP 50 BUILDERS		CATEGORIES				
COMPANY NAME	OVERALL SCORE	RESIDENTIAL CONSTRUCTION REVENUE RANKING	STAFF RANKING	INDUSTRY RANKING	WEB PRESENCE RANKING	
<b>1 PREMIER POOLS &amp; SPAS</b>	<b>74.1</b>	1	18	2	4	
2 SEASONAL WORLD	58.7	10	6	1	5	
3 CONCORD POOLS & SPAS	57.2	25	2	1	6	
4 SWAN POOLS	54.4	11	5	2	10	
5 PULLIAM AQUATECH POOLS	54.3	15	8	2	7	
6 SHASTA INDUSTRIES	53.8	4	11	5	2	
7 RIVERBEND SANDLER POOLS	53.4	7	11	2	5	
8 GEREMIA POOLS INC.	52.1	47	3	2	5	
9 CODY POOLS	50.6	3	17	3	1	
10 AQUA POOL & PATIO	50.4	44	1	1	12	
11 J. TORTORELLA GROUP	50.3	19	9	1	11	
12 POOLS OF FUN INC.	50.2	28	4	4	4	
13 MOREHEAD POOLS	48.6	34	7	3	6	
14 NVBLU INC. POOL DESIGN-BUILD	47.8	49	7	3	3	
15 CALIFORNIA POOLS*	47.5	2	18	5	4	



WWW.PPAS.COM

After we have gone over the company locations, the top 50 and volume sold chart: Say to the home owner "Not only are we the biggest builder in the world, but we also have the highest customer satisfaction as rated by the Pool & Spa News."

## THE "YOU" STORY

After we have gone over the company story now is the time to talk about your story. All you need is a few minutes about why you are in the pool industry and what you love about your job. It's important to tell the customer that you love your job.

20 to 50 Minutes:

- Ask design questions.
- Review the pictures selected by the customer from the website.
- Ask the customer what the theme of their backyard is.
- Ask the customer what their lifestyle is and how they will use their backyard.

## FIND OUT WHAT THEY'RE LOOKING FOR IN A POOL

At this point in the presentation we generally do not want to go into the construction presentation just yet. We need to remember that the theme of the first appointment is SHOWTIME. We need to keep the customer excited and engaged. This is the point in the presentation where we ask the customer to pull out the 5 - 10 pictures that they selected from the website to start to establish the design.

Make sure we spend at least 10 to 30 minutes finding out everything that the homeowner loves.

*"The more you share with me Mrs. Smith, the better your amazing 3D design will look."*

Ask questions like:

- What is the theme of the pool
- What is your lifestyle
- How do you see yourself using your backyard / pool

50 to 75 Minutes:

- Take detailed measurements of the backyard
- Make sure we are specific and that we call out every detail in the backyard locations:
  - Hose bibs
  - Concrete cuts
  - Electrical runs

## MOVE TO THE BACKYARD

After we have established a good idea of what the homeowner is looking for we need to head outside to take detailed measurements of the backyard. The project planner and the site plan checklist have general requirements on what you will need for a backyard.

75 to 95 Minutes:

- Paint the picture for the home owner
- Walk them through the rough concept of what their pool will look like in their backyard based upon the things they told you they loved

## VISUALIZATION

This part of the first appointment is another critical step in the information gathering process as well as closing.

By painting a picture for the home owner in the backyard we are changing the homeowners thought process from “we are thinking about getting a pool” to “I see the pool in my backyard now”

Emotion: By including the customer’s lifestyle into the picture we paint such as saying *“I remember you told me that you wanted to be able to relax in the pool. What I have come up with for you is a sun shelf that I will make 7 foot wide by 10 foot long. This will be perfect for 2 chase loungers to relax in at 6 ft a piece. I will even put an umbrella sleeve in the step for you to relax in the shade just like that resort in Hawaii you told me about”*

By painting the picture of a time when your customer was on vacation in Hawaii we now have tied the pool to a positive experience. This will increase the excitement in the process for the homeowner.

Garnering more information: By us painting our the mental image of where the pool will be I always like to ask my customer if there is anything else they would like to have in their backyard for the awesome 3D design I am going to create. Say, *“After all, once the pool is dug it is a little permanent”* (say this with a Cheshire grin) the customer will understand that we want to help them master plan their whole backyard even if we are not completing all of the elements at the time of pool construction. The customer will open up more and perhaps mention things they want like BBQs/awnings/fire pits...etc.

It is important to get as many details as you can to paint a great picture for the homeowner. Finally, when you are in the backyard painting the picture, take time to explain things. Become the customer’s advocate and educator as to why many of the elements should go in their respective places. Everything in its place for a very specific reason

95 to 120 Minutes:

- Final questions back inside the house
- Find our final design features
- Find out budget
- Set the next appointment

## FINISHING THE FIRST APPOINTMENT

After walking the customer through the visualization of the backyard we need to finish the appointment with three items:

- Any final questions on design
- Any final questions on financing
- Find out the budget

Budget is always a difficult topic, but it is critical to get the budget on the first appointment. **DO NOT leave the customer's house without getting a budget.**

We recommend taking the approach of asking the customer to point out any picture and giving them a range of what things cost.

## SET THE SECOND APPOINTMENT

Finally, set then second appointment. Make sure that you see the homeowner as soon as possible and make sure that you have the homeowner set aside an hour and a half to two hours of time.



# THE SECOND APPOINTMENT

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## INTRODUCTION

As with the first appointment we want to call the customer the day before we arrive to confirm the second appointment and we want to call the day of the appointment for a final confirmation. We want to make sure every time we call that we build rapport. The more we communicate with a customer the better the chances we will sell that deal.

Examples of building continued rapport

"Hi Mrs. Jones, this is Brian with Premier Pools. I wanted to call to confirm our appointment for tomorrow. I have an amazing 3D design for you and I was able to find some beautiful travertine that would look great in your yard"

Talk about the great design and material choices. We need to be excited about what we have come up with. This excitement will transfer over to the customer and they will be excited to have you come out.

## ITEMS NEEDED FOR SECOND APPOINTMENT

1. Printed out bid sheet. Use one of the Premier Pools standard bid sheets. This will be a more professional bid sheet to present to the customer. We need to be uniform on this. If done properly, this bid sheet will be more difficult for your competition to shop.
2. Completed 3D design. This needs to be very detailed. We need to make sure this yard looks like the Garden of Eden.
3. The complete Premier Pools & Spas® construction kit. We will be presenting the construction presentation during this meeting.
4. Premier Pools & Spas® construction presentation book with pictures.
5. HDMI cable for a PoolStudio presentation on the customer's big screen TV.

Most second appointments should take place in your showroom where we are able to display the 3D design on your office big screen. If the second appointment takes place in the customer's house make sure you bring an HDMI cable.

## THE SECOND APPOINTMENT CHRONOLOGY

### INTRODUCTION

When we arrive for the second appointment, think excitement. When you first meet the customer say something to the effect of: "Are you ready to see the amazing 3D design I came up with? or "I came up with some beautiful concepts for your yard. I think you will love them."

5 TO 10 MINUTES

From that point, if you are in the house, proceed to plug your laptop into the customer's big screen TV. This will provide a larger and more impressive "theatre like" format for the customer to view.

If you're in your showroom, you should have your 3D design ready to launch.



The next step is to then tease the customer. Pull up the 3D design for the customer for just 10 seconds, and no longer. Show the customer their amazing design on a 3D rotation, 45 degree angle. As soon as that 10 seconds is up, pull the design down and say *"Before we look at your amazing backyard in depth, let me show you how we build your pool and what makes Premier Pools different."*

Make sure you say this with a smile on your face. The customer will understand what we are doing.

This is known as a teaser. You will be familiar with this concept as it is usually in local news forecasts where they get you to watch past the next commercials with an intriguing story like *"flying pandas, right after this commercial break!"*

It is important that we stick to this timeline on the presentation. If we give the construction presentation on the first appointment it is likely that the customer will not retain the information that we have discussed. By giving the construction presentation on the second appointment, after teasing the design, we will have a captive audience. With the customer engaged we stand a higher chance of the customer paying attention to the Premier Pools differences.

## CONSTRUCTION PRESENTATION TIME

15-45 MINUTES

(Note that we have a great video on MyPremier to watch for reference.)

We must go through our construction presentation 100% of the time. Depending on the engagement and interest of the customer the construction presentation can be done as quickly as 15 minutes or could take as long as an hour. Be a chameleon and adapt to your customer. You may think your customer is not listening, but I promise you that they are. By going through the construction presentation we are building value in our project. By building value in your Premier Pools project, the customer will no longer make a decision based solely on price. Remember: your goal is to make sure that this is not an apples to apples comparison. How could it be when Premier Pools is the golden apple?

The standard in the industry is to negotiate solely on price. We will not have to do this. Most of your competition will not have a construction presentation at all. The better members of your competition may only talk about one or two of the things that we do in our construction process. No member of your competition will be able to talk about all of the best construction practices that we have as they simply do not do them.

The construction presentation for shotcrete and gunite has four major points that we should cover:

- 1. Steel
- 2. Gunite/Shotcrete
- 3. Plumbing
- 4. Equipment

At this point you should have the Premier Pools & Spas® construction kit with you. These can be found and ordered on the repository.

**Premier Pools & Spas®**

**The Building Process**

### STEEL

**Premier Pools & Spas' Steel Schedule** | **Industry Standard Steel Schedule**

**Premier Pools & Spas' 4-Bar Bond Beam**

**Industry Standard 3-Bar Bond Beam**


Excavation Line

Excavation Line

[WWW.PPAS.COM](http://WWW.PPAS.COM)

You want to emphasize the following points:

- Premier Pools 1/2 inch steel, which has two times the tensile strength that the industry standard 3/8 inch steel has.
- Premier Pools expansive soil steel schedule with four bar bond beam is 100% stronger than the industry standard 3/8 inch 3 bar bond beam 12 inch on center.




**The Building Process**


## Guniting

The shell of your pool is made of a concrete mixture called guniting. Under great pressure, guniting is blown on with air, forming a tight bond around the steel rebar structure.


- We use a rich mixture of concrete and sand, providing additional structural strength to your pool
- We shoot guniting from ground up. Rebound, or loose guniting that doesn't stick to the surface after application is removed to ensure structural stability
- Specialized guniting trucks are used to ensure equal mixing. Sand and cement are kept separate until right before application, creating the strongest material when applied.
- Our nozzlemen are experts in pool guniting application



**Premier Way**



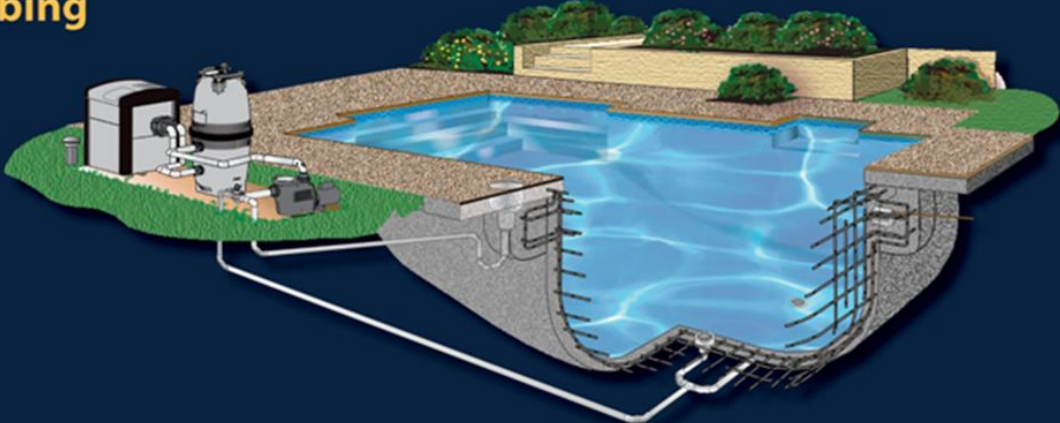
**Wrong Way**



**WWW.PPAS.COM**



# Plumbing




45° Pipe

Sweep


90° Pipe





**The Building Process**


## Plumbing



Industry Standard	2.5" PVC 4.91 sq. in. 56% larger than 2"	3" PVC 7.07 sq. in. 125% larger than 2"
2" PVC 3.14 sq. in.		
55 gpm*	80 gpm*	140 gpm*

\*Gallons Per Minute

\*based on 6 feet per second maximum water flow



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Plumbing:

- Emphasize the flow rates chart in the new construction presentation book.



**The Building Process**

## Equipment



**PREMIER POOLS' STRAIGHT - LINE PLUMBING SYSTEM WITH SWEEPS DRAMATICALLY IMPROVES WATER CIRCULATION**

Premier Pools & Spas uses the highest quality and most energy efficient pool equipment in our industry – Zodiac Pool Products. Because of our size and buying power, we are able to secure the best warranties in our industry.

- We install top of the line pumps, which have the largest pump basket capacity. They are designed for quiet and energy efficient operation.
- We also install deluxe cartridge filters which are designed to clean smaller particles to ensure better water clarity and less maintenance.
- Often times, an energy efficient LED light is included in your pool package, saving as much as 90% of traditional pool lighting.

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## Equipment

- Explain to the customer using the analogy of a wicker basket. The strength of a wicker basket comes from the rim. Take time to explain to the customer why we use the heavier steel. Your soil will get hot and cold, wet and dry, and this will lead to soil expansion and contraction. The additional steel makes your pool stronger to resist these forces.

## 3D DRAWING PRESENTATION

Now that we have completed the construction presentation it is time to ask the customer, *“would you love to see you pool design?”*



# PRESENTING THE 3D DESIGN

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It is critical to say to the customer, *"I did everything on this beautiful design based upon the things you told me you loved for a very specific reason. Everything on this design is well thought out. Let me walk you through the design."*

Explain why you did everything for a specific reason.

Here are a few examples:

- Why did you raise the spa 18 inches?
- Why is a Cabo step 7x10?
- Why do we make the lap lane depth 3.5 feet?

## MAKE YOUR DESIGN POP

The majority of customers are visual in their approach to the backyard planning and design process. When designing for a customer make their backyard look like the Garden of Eden with lush landscaping. It is also recommended to pay attention to the details. If your customer wanted a BBQ in their backyard, make sure to include this as well as throw some steaks on the grill. Also keep in mind one of the first questions we asked the customer "what do they want the theme of their backyard to be". Make sure that we include plants and features that follow this theme.

With landscape designs, you can also tailor the presentation to the customer to give them a better idea of spatial relevance in the yard. Make sure to emphasize that this design is approximately on the same scale as their backyard.

You can include the family dog lounging near the pool, children playing under a waterfall or a group of people relaxing next to a fire feature. Not only will it help them connect with the space, but it also will show them how they can use their outdoor living space.

Up that wow factor and level of personalization.

Be detailed in your landscape!





Even if you have the best landscape sales presentation, you can't sell them if your design and ideas don't impress them.

## KEY POINTS

Before we go on to the bid sheet we have to ask the customer a very important question. *"Do you love the design?"*

Do not continue on to the bid sheet until the customer loves the design. If we have run the first and second appointments in the Premier Pools way you should have the design 80% to 100% correct right off the bat.

Things to remember:

- Make any changes that need to be made before revealing the price list.
- Make sure you sell your design. Show the virtues and feature of your design.
- Take 20 to 60 minutes going over the design.
- The price does *not* matter if the customer does not love the design!

# BID SHEET



## Project Proposal & Specifications

### The Jones Family



Dear Mr. & Mrs. Sherrell,

Thank you for allowing a representative of Premier Pools to visit your home. We trust that our design and proposal will be just what you are looking for, and we value the opportunity to work with *and* for you.

With that in mind, allow us to tell you about our company and philosophy. We feel that it is important that you know in detail *what* is going to be built for you, and *who* is going to be doing the building. Premier Pools has built over 35,000 pools across the country since 1988. Our goal has remained the same throughout: "To delight our customers by building pools of the highest quality and in the same manner that we would want them built for ourselves". We recognize that our growth and success has always been directly linked with how pleased our customers are with our product and with our service. We believe that it always will be. Needless to say, we have learned valuable lessons along the way. That experience enables us to build a better pool for you.

To that end, we are providing you with an organization of experienced swimming pool professionals and a full service design and construction facility. While we take pride in our facility, our employees, and in the number of pools that we have built, our greatest pride is in the attitude of our employees. Everyone is committed to delivering a quality product, providing good customer service, and satisfying you the customer.

So it's our great privilege to extend to you an invitation. We invite you and your family to enjoy the experience of owning a pool built by Premier Pools!

Thank you and we look forward to working with you,

John Pooldude  
Design & Project Management  
Direct: 555-555-555  
jpooldude@ppas.com

Now that the home owner loves the design we are going to go over the price list / bid sheet / estimate sheet.

Your first line to the customer should be *"Here is the Premier Pools a-la-carte bid sheet. The great thing about the way we price our project is you only have to pay for the features you love and want. You get to pick and choose your favorite options and you don't have to pay for the items you don't want by being wrapped into a package. "*

*"This allows you to get the pool/spa you love for the price you want to pay!"*

Using these exact lines is very important. The way you phrase things can change the entire tone or meaning of what you say. By phrasing the pricing in this fashion we have now shifted the negotiation process to the customer. This means that to hit the budget the customer wants. The customer will have to add and take away items their self.

This is no longer, you the sales person, pitching all of the items as a lump sum and then saying yes or no. The customer has to make that decision in their head.

*"I'm going to show you a-la-carte pricing so that you only have to pay for the things you love"*

Listed below are the two examples of the Premier Pools bid sheet. These are the bid sheets you should be using because they are powerful. They not only lay the prices down in an a-la-carte fashion but they achieve the following:

- The bid sheets are approximately 5-7 pages in length and they tell the Premier Pools construction story for the second time. This redundancy of going over the steel and plumbing again makes these points stick in the customers mind that much more. The customer also realizes that her bid now includes the better plumbing and better steel that you previously talked about.
- The bid sheet is meant to take 30 minutes to READ through DO NOT SKIP OVER THIS AND JUMP TO PRICE. We need to focus on building value and quality. This sheet is meant to be read verbatim and labels the many things that we, at Premier Pools, do during the construction process.

- The pricing pages use customer friendly terminology. Instead of calling a wall “17 ft of 18” raised bond beam with a 2 foot sheer descent waterfall, with a tile finish” we use the term “Waterfall Wall”

Use customer terminology. It is our job to make sure the customer fully understands what we are talking about and that we in no way shape or form are deceiving the customer.

Do not put perimeter footage on your bids. If your customer wants to know perimeter footage TELL them. You should not write this down on your bid sheet. If the customer wants to write it down they can.

IT IS OUR JOB TO MAKE SURE THE CUSTOMER UNDERSTANDS OUR BID IN DETAIL. IT IS NOT OUR JOB TO MAKE SURE THAT THE COMPETITION UNDERSTANDTS OUR BID. THERE IS A BIG DIFFERENCE.

Your bid sheet should not be a job cost.

If you need either of the bid sheets please contact Brian Porter at [bporter@ppas.com](mailto:bporter@ppas.com).

# Your Custom Pool



<b>Pool Dimensions</b>	30' Long x 19' wide
<b>Depth</b>	3 ½ feet in shallow for lap lane and 6 ft in the deep end
<b>Premier eco radiance</b>	Includes deluxe premier variable speed pump / 2 led color changing lights and premier pure with salt and mineral minimizing chlorine use
<b>Special Features</b>	Raised waterfall wall feature with 3 Blade waterfalls.

Your Premier Pool is custom designed to compliment your desired use and property allowances. Every Premier Pool is designed with consistent step and bench depths for safety and to allow for maximum swim area. The following pages will describe additional Premier Standard and Special construction features for you.

# Your Pool Process and Specifications



## Plans, Permits & Insurance

Production of detailed, engineered construction plans in advance for approval prior to excavation. Obtainment of City or County building permits. Underground utility services alert called prior to excavation. All work vehicles are covered by commercial liability and auto insurance. All employees are covered by Workers Compensation Insurance. Taxes on all materials and equipment included with contract price. Lien releases are available throughout construction. Premier Pools is licensed and bonded in accordance with the State Contractors Board Regulations.

**PREMIER ADVANTAGES:** Our pools are engineered for expansive soil conditions. All Certificates are available upon request. With over 40,000 pools complete, Premier Pools has never had a Contractor's Board violation.

## Excavation

Prior to excavation, your pool is marked out for approval of size and location. Fencing is taken down for access and temporary construction fence put up for safety. Pool is machine excavated and then hand contoured according to your plan.

**PREMIER ADVANTAGES:** Your pool is painted on the ground for your visual approval. Our<sup>®</sup> equipment is able to handle most hard soil conditions. Hand trimming the pool shape assures uniform wall and floor thickness with proper corner cove radius.

## Steel

Use of 4 Bar Bond Beam with ½ inch steel; remaining frame with 3/8 inch rebar tied on 6 inch centers. 6 inch on center in transition slope by 20 feet length. 4 inch on center in deep end coved. 4 inch floor dobe blocks.

**PREMIER ADVANTAGES:** Our hand beam and steel schedule are bonded ends for protection

Make sure you read through the entire bid sheet. Cover the features, advantages and benefits in detail. When you go over the steel part of the presentation for the second time, make sure you hand the steel to the customer to hold again for the second time. This redundancy makes the quality stick in the customers mind and increases the value proposition to the customer.

### HIT THESE POINTS ON STEEL:

- Premier pools 1/2 inch steel is 7 times the tensile strength of the industry standard steel.
- Premier pools expansive soil steel schedule is 100% stronger that the industry standard steel schedule.

# Your Pool Process and Specifications



**Plumbing** 2 inch suction line standard; 2 ½ inch suction line for all pump motors larger than 1.0 HP. 2 inch return line to 1<sup>st</sup> tee. 45 degree elbows and sweep 90 fittings. Separate dedicated lines for surface skimmer and bottom suction. Heavy duty surface skimmer. Jandy ball valves. Dedicated pool cleaner line for use with suction or pressure sweep. Auto fill line with anti-siphon valve. Hose bib at pad for draining pool. All circulation lines are under pressure test throughout construction.

**PREMIER ADVANTAGES:** Our use of larger plumbing provides fast turnover for a cleaner, more efficient pool. Dual plumbing allows for greater adjustment and cleaning control. Jandy never lubricate valves with Lifetime Warranty on Neverlube Seals.

**Electric** Breakers at equipment pad included. 110 volt GFI protected light circuit with outlet. 220 volt pump circuit. Bonding per N.E.C. Code. 4 Watt ECO Radiance Color LED lights. Jandy Pool Automation when applicable.

**PREMIER ADVANTAGES:** Protected outlet for Homeowner convenience.

**Shotcrete** Use Shotcrete strength shot in at 3500 PSI standard vs the 2500 standard used by most builders Ordered from a cement plant to assure mixture and quality Has rocks in the mix to provide added strength

**PREMIER ADVANTAGES:** Periodic shotcrete core samples demonstrate test strength far beyond code requirements. No loose gunite in excavation by shooting gunite floor first then walls and removing rebound.

**Tile** All pool & spa waterline tile including skimmer throat and exposed wall and spa faces

When covering the plumbing specification for the second time make sure we put the smaller and larger plumbing in the customers had again. REDUNDANCY = RETENTION

## HIT THESE 3 POINTS AGAIN ON PLUMBING

- Premier Pools' plumbing is more energy efficient and saves you money.
- Premier Pools' plumbing will make your equipment quieter through the reduction of cavitation.
- Premier Pools' plumbing will make your equipment last longer by not working the equipment as hard.

## PRESENTING THE A-LA-CARTE PRICING

After we have spent a good 30 minutes going over the inclusions of the bid sheet we are now ready to go into pricing. This is the point where we say, *"I want you to spend what you want to spend to get the pool you love."*



At this point, push a calculator in front of your customer and give them the bid sheet. Now we will walk them through what each of the items on the price sheet is.



**Total Price & Options**

**Total Price**

<b>Pool &amp; Standard Decking Package:</b>	<b>\$ 19,995.00</b>
<b>Optional Additional Items:</b>	<b>\$ 36,900.00</b>
<b>Total Price:</b>	<b>\$ 56,895.00</b>

	REG PRICE	SALE PRICE	
<b><u>Options</u></b>			
Raised Waterfall Wall	REG \$4,200	\$3,500	SIZZLIN SUMMER SAVINGS!
Additional Size	REG \$4,500	\$3,200	SIZZLIN SUMMER SAVINGS!
Premier Solar Eclipse	2800	\$1,800	SIZZLIN SUMMER SAVINGS!
City permit		\$ 800.00	
Premier Package Spa	REG \$12,900	\$ 11,900.00	SIZZLIN SUMMER SAVINGS!
Additional Plumbing		\$ 900.00	
RAISE SPA		\$1,900	
Automatic Pool Fill	REG \$350	FREE	SIZZLIN SUMMER SAVINGS!
Cabo Shelf	REG \$650	FREE	SIZZLIN SUMMER SAVINGS!
Door Alarms	REG \$100	FREE	SIZZLIN SUMMER SAVINGS!
Deluxe Pool Remote	REG \$900	FREE	SIZZLIN SUMMER SAVINGS!
Premier pure Package	REG \$1,900	\$1,400	SIZZLIN SUMMER SAVINGS!
Premier Clean	5000	\$ 4,000.00	SIZZLIN SUMMER SAVINGS!
<b><i>SIZZLIN SUMMER SAVINGS!</i></b>		<b>\$7,500</b>	<b>TOTAL SAVINGS !</b>
	Sub total	\$ 36,900.00	

# FILLING OUT THE CONTRACT

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## CUSTOMER AGREEMENTS AND CONTRACTS

The following section deals with the construction contract and accompanying customer agreements. All promises made to the customer during the design and consultation phases must be placed on written agreements. Any verbal agreements between you and the customer will not be honored or legally enforceable. Make sure to fill in all agreements/contracts as completely as possible.

### EXCAVATION CHECKLIST

The excavation checklist is to be completed with the homeowner, the sales person and the construction supervisor in attendance.



## EXCAVATION CHECKLIST

Dear \_\_\_\_\_,

In order to insure a smooth start to your construction project with Premier Pools & Spas®, we require that our representative explain the following items with you prior to the start of excavation. Please initial items #1 through #11 to indicate your approval and agreement.

- |   | <i>Initial</i> |
|---|----------------|
| 1. Pool location as laid out.....                                 |                |
| 2. Pool size, shape, length and width as laid out.....            |                |
| 3. Pool depth _____.....  |                |
| 4. Pool elevation (height of pool in yard).....                   |                |
| 5. Location for swimming pool equipment (pump, filter, etc.)..... |                |
| 6. Location of electric and gas runs (if applicable).....         |                |
| 7. Location of pool skimmer(s) and light(s).....                  |                |
| 8. Location of light switches, J-boxes and G.F.I.....             |                |
| 9. Location of pool steps and swim-outs.....                      |                |
| 10. Location of water feature(s) and size(s).....                 |                |
| 11. Plaster Color _____.....                                      |                |

The following items describe limitations of Premier Pools & Spas® with respect to this construction project and some responsibilities of the buyer. Please initial to indicate your understanding and agreement.

- |   | <i>Initial</i> |
|---|----------------|
| 1. Damage to access and restoration of access is the responsibility of buyer.....   |                |
| 2. Building codes for safety of the pool area vary from county to county. Items such as self-closers for gates, locks for gates, barrier fencing, pool alarms or door alarms are the responsibility of buyer.....                         |                |
| 3. No dirt will be removed or returned after the day of excavation.....   |                |
| 4. If pool has been moved on the day of excavation, extra decking at extra cost may be required. _____ of concrete has been allowed for by contract. Changes in deck design may result in extra square footage and additional charge..... |                |
| 5. Backyard drainage, grade, finish contour, retaining walls and any irrigation are the responsibility of buyer.....  |                |
| 6. Payment schedule must be met to insure timely construction.....  |                |
| 7. If tile selection has not been made, it should be made now to avoid unnecessary delay.....   |                |



### HARD SOIL AGREEMENT

Date: \_\_\_\_\_

Customer Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

If hard soil is encountered during the excavation of your pool, it will require us to bring in a hydraulic excavator. During this excavation time, there will be minimum charge of \$1,800.00 up to \$3,600.00 for each additional day of excavation. Charge not to exceed \$3,600.00 per day of excavation.

I understand the charges that can be incurred and hereby authorize Premier Pools & Spas® to continue with excavating my pool.

Accepted by:

\_\_\_\_\_  
Homeowner Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Homeowner Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Premier Pools Excavation Dept.

\_\_\_\_\_  
Date

**PAYMENT IS DUE UPON COMPLETION OF POOL EXCAVATION**



## CONCRETE AGREEMENT

### SHADE AND COLOR

**Concrete decks cannot be guaranteed against mottling or discoloring. Shade variations can and do occur and are not considered defects. Mottling, discoloring and shade variations are not covered by warranty.**

Homeowner Initials: \_\_\_\_\_

Homeowner Initials: \_\_\_\_\_

Why is this? Concrete goes through a natural curing process. As it "cures", many of the shade variations and uneven deck appearances tend to improve. However, not all concrete cures evenly. Concrete, a product with natural (not manufactured) ingredients, will inherently lack the degree of color and texture consistencies which are possible with man-made products in a tightly-controlled manufacturing process. Concrete will not "cure" (i.e. dry) evenly as paint will, resulting in shade variations in the surface color due to water entrapment during dehydration. Also, naturally occurring effervescence will be more visible on the surface of colored concrete. When color has been added, due to the uneven process by which concrete releases moisture during curing, color irregularities or "shading" (referred to as mottling) may develop, the degree of which is affected by numerous variables which cannot be effectively controlled. Soil moisture, humidity, temperature, and water-to-mix ratio, all of which change with the season, are a few of these variables. The use of curing agents, which may be necessary during various time of the year, may also effect the degree of shading that results. Additionally, deck projects greater than 10 cu. Yds. (~800 sq. ft.) will necessitate the use of several cement trucks, each with the color individually added, which may result in slight differences in the batch coloring. All color additives will fade and lighten in a relatively short period of time, making a perfect match with color "chips/samples" difficult at best. In fact, most earth-tone shades will appear with heavier gray tones when freshly poured due to the Portland cement matrix, lightening over time to a shade closer to that of the sample color you selected.

**Can anything be done to improve the appearance of concrete that does not cure evenly? Yes. Concrete decks can be sealed or treated to improve such a condition, but this work is not part of our construction agreement. Premier Pools & Spas® can apply a sealer or stain to the deck at a cost of \$2.00 per square foot.**

Homeowner Initials: \_\_\_\_\_

Homeowner Initials: \_\_\_\_\_

### HAIRLINE CRACKS

Rigid concrete placed on a non-rigid base (the shifting earth) will indeed flex, resulting in the development of cracks. Although we will make every effort to prepare the sub base to minimize the possibility of cracking in the deck "**hairline cracks are not considered a defect and are not part of your warranty**".

Homeowner Initials: \_\_\_\_\_

Homeowner Initials: \_\_\_\_\_

Read and accepted by: \_\_\_\_\_  
Homeowner Signature

\_\_\_\_\_   
Homeowner Signature

\_\_\_\_\_   
Date



## DECKS OFF CONTRACT AGREEMENT

Concrete decking around a swimming pool is often included in the Premier Pools & Spas® contract. The concrete decking phase includes many duties and responsibilities in addition to pouring and finishing the cement. If you choose to hire your own contractor for the decking phase of your pool's construction the items listed below become your responsibility.

1. Backfilling all trenches in the deck area.
2. Grading all areas for decking.
3. Backfilling and compacting the ramp to the pool.
4. Extending overflow line beyond pool deck.
5. Sleeving any planters for irrigation, drainage, and installation of deck drains.
6. Installation of pollivoid behind coping or installation of cantilever concrete and water stop.
7. Pouring the equipment pad.
8. Calling the pre-deck inspection if required.
9. Installing any and all deck equipment. This includes: skimmer rings, valve cover rings, diving board jigs, slide equipment, and deck jets.
10. Removal of excess dirt generated by grading for decking.
11. Installing gravel or roadbase.
12. Making sure all pool plumbing and fill lines are holding pressure and undamaged prior to deck pour.
13. Complying with all applicable building codes when pouring concrete against residence foundation.
14. Cleaning waterline tile and trim of concrete after deck pour.
15. Plumbing sheer descent waterfalls if covered by decking.

My signature below indicated understanding of and acceptance of the above responsibilities as part of the decking phase that Premier Pools & Spas® is not performing.

Homeowner Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Homeowner Signature: \_\_\_\_\_ Date: \_\_\_\_\_





## INTERIOR FINISH AGREEMENT

This agreement applies to the pool interior finish at this address:

---

Premier Pools & Spas® cannot overstate the importance of balanced water chemistry. Water chemistry is the key component in maintaining the appearance of your Premier Pools & Spas® interior finish. Since pool plaster and pebble finish products are composed of natural materials which have certain inherent characteristics, the following conditions are beyond Premier Pools & Spas® control. Homeowner understands that:

### WHITE AND COLORED PLASTER

- A certain amount of shading or color variation is a natural occurrence.
- The plaster is not guaranteed for evenness of color and may not be the exact shade anticipated.
- The shade and color may vary and/or fade over time.
- The plaster may become streaked, blotchy, or have a mottled appearance.
- Craze (check cracks and hairline cracks) may be noticeable and may be quite pronounced with colored plaster.
- None of the above conditions constitute a defect nor are they covered by warranty.

### PEBBLE FINISH

- Pebble aggregate finishes are natural products and will have a certain amount of unevenness or variation in exposure of pebbles to cement. That is part of the beauty of the products.
- Because these finishes are hand applied, it is impossible to evenly expose every square inch of the pool finish. This is especially true on the noses and coves of the steps.
- During the first few months, homeowners should not be alarmed by a loss of rock. This is normal.
- Although Premier Pools & Spas® offers the most durable pool finish products available in the market today, unbalanced water chemistry can greatly affect the appearance and longevity of your pool's pebble finish.
- None of the above conditions constitute a defect nor are they covered by warranty.

Once again, Premier Pools & Spas® cannot overstate the importance of balanced water chemistry. Water chemistry is the key component in maintaining the appearance of your Premier Pools & Spas® interior finish for years to come.

By signing below, homeowner has read and accepts the above conditions:

Homeowner Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Homeowner Signature: \_\_\_\_\_ Date: \_\_\_\_\_



## CUSTOMER RESPONSIBILITIES

Dear \_\_\_\_\_

The following items are not directly part of the pool construction, but may be required by the building department during construction or prior to final inspection. Typically these items are not part of the pool construction contract and are the responsibility of the pool buyer unless otherwise specified on your contract. Please initial the box to the right of each item indicating your acceptance of these potential responsibilities.

- |  | <i>Initial</i>           |
|--|--------------------------|
| 1. Self-closing device for gate (gate swings out)..... | <input type="checkbox"/> |
| 2. Self-closing device for garage door.....            | <input type="checkbox"/> |
| 3. Lock for gate.....                                  | <input type="checkbox"/> |
| 4. Door alarms.....                                    | <input type="checkbox"/> |
| 5. Installation of door alarms.....                    | <input type="checkbox"/> |
| 6. Fencing.....  | <input type="checkbox"/> |
| 7. Tempered glass for windows.....                     | <input type="checkbox"/> |
| 8. Drainage/grading of lot.....                        | <input type="checkbox"/> |
| 9. Drainage behind retaining walls.....                | <input type="checkbox"/> |

Additional Information:

Please acknowledge your understanding of and agreement with the following items by initialing the box to the right:

- |  | <i>Initial</i>           |
|--|--------------------------|
| 1. Builder assumes no responsibility for relocation of electric line, sewer line, gas line, water line, telephone line or septic system.....   | <input type="checkbox"/> |
| 2. Access to and from the backyard must be provided and restoring damaged areas is not part of Premier Pools & Spas® contract. This includes damage to landscape, irrigation and drainage.....                 | <input type="checkbox"/> |
| 3. In some areas, underground water, rock or hardpan conditions exist. If these conditions are uncovered during the pools excavation, there may be added costs. Contract price includes normal excavation..... | <input type="checkbox"/> |
| 4. Concrete decking is not warranted against hairline or shrinkage cracks. Concrete may also have shade and color variation that are not considered defects.....   | <input type="checkbox"/> |

Address: \_\_\_\_\_ Date: \_\_\_\_\_

Homeowner Signature: \_\_\_\_\_

Homeowner Signature: \_\_\_\_\_





Date: \_\_\_\_\_

During the construction of a swimming pool at the residence of:

Buyer: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Phone: \_\_\_\_\_

The property of: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Phone: \_\_\_\_\_

Will have to be used for access during the construction:

By signing this agreement, I am giving my permission to let Premier Pools & Spas® use my property for access to construct a swimming pool. I am also aware that my neighbor, for whom the pool is being built, will assume all responsibility for damages, if any, during the normal construction of the swimming pool.

Property Owner: \_\_\_\_\_

Property Owner: \_\_\_\_\_

I do hereby agree to assume all responsibility for any damages incurred during normal construction of the swimming pool to both my own and my neighbor's property.

Buyer: \_\_\_\_\_

Buyer: \_\_\_\_\_



## CONTRACT ADDENDUM

The contract between Premier Pools & Spas®, and

\_\_\_\_\_ (\_\_\_\_\_) \_\_\_\_\_  
CUSTOMER NAME (Please Print) AREA CODE TELEPHONE

\_\_\_\_\_ \_\_\_\_\_ STATE ZIP  
STREET ADDRESS CITY

For work being constructed at: \_\_\_\_\_  
JOB SITE ADDRESS (Fill in only if different from address above)

CONTRACT DATED: \_\_\_\_\_ is amended as follows:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

REASON FOR CHANGE: \_\_\_\_\_  
\_\_\_\_\_

AT AN ADDITIONAL PRICE OF: \$ \_\_\_\_\_ DATED: this \_\_\_\_\_ day

AT A CREDIT ADJUSTMENT OF (\$ \_\_\_\_\_) of \_\_\_\_\_ 20 \_\_\_\_\_

ACCEPTED: \_\_\_\_\_ PREMIER POOLS

ACCEPTED: \_\_\_\_\_ BY: \_\_\_\_\_

JOB NUMBER: \_\_\_\_\_

NOTE TO CUSTOMER: PLEASE SIGN WHERE INDICATED ABOVE. RETAIN YELLOW COPY FOR YOUR RECORDS AND RETURN WHITE COPY TO OUR OFFICE WITH PAYMENT IN THE ENVELOPE PROVIDED.

YOUR PROMPT ATTENTION TO THIS MATTER WILL ENABLE US TO EXPEDITE THE COMPLETION OF YOUR POOL.



TILE SELECTION SHEET

**Tile Choice:**

1<sup>st</sup> Selection: \_\_\_\_\_

2<sup>nd</sup> Selection: \_\_\_\_\_

**Brick Selection:** \_\_\_\_\_

**Rock Selection:** \_\_\_\_\_

**Flagstone Selection:** \_\_\_\_\_

**Deck Selection:** \_\_\_\_\_

**Color or type of decking:** \_\_\_\_\_

**Plaster Color:** \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

Customer Name: \_\_\_\_\_

Address: \_\_\_\_\_

Salesperson: \_\_\_\_\_

## CLOSING

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Closing needs to start at the first appointment. A good line would be, "Mrs. Jones, would it be fair to say that you're having several people out to show you pool designs? And, would it also be fair to say that the company that meets your needs and budget will be the company you select to build your backyard dreams? (Wait for answer from customer) When they answer "Yes" then say, "Great, when I'm done with my presentation I am going to ask you if I did my job, and convinced you that Premier and more importantly myself are the company to build your dream backyard. And, if I hit all of these points, would you be able to sign tonight to get your pool started?" The customer will say "yes" in most cases or have another objection (aka question) you need to answer. Once all of the objections are overcome the customer should say, "what's next?" This is when you slide the contract in front of the customer.

I always ask the customer, "When you would like to be swimming?"

## FEATURE / ADVANTAGE / BENEFIT (F.A.B.)

---

F.A.B. stands for **F**eatures, **A**dvantages, and **B**enefits. A FAB Statement is explaining the feature, what it does (the advantage), and how that benefits the prospective client.

**Features** are one of the easier things to identify. These are facts or characteristics about your business, products, and services. For example, *“Premier uses 1/2 inch steel in the beam of your pools this can be referred to as the rim of a cup to your customers and steel is much like a wicker basket. Much of the strength from a wicker basket comes from the rim.”*

**Advantages** are what the features do. These tend to be factual, and aren't connected to a prospect's need... Yet. For example, *“Premier Pools steel is 7 times stronger tensile strength than the industry standard 3/8th inch steel”*

**Benefits** answer why someone should value the advantage. It connects the facts about your product to a solution for your client. For example, *“The benefit of this is that this does not allow your pool to move and shift as much, protecting your investment for years to come against issues like deck lifting, tile popping off and plaster cracking.”*

Identifying your various **features, advantages, and benefits** is a great way to build value into their backyard project and why Premier Pools should be their builder of choice.

Follow a few easy steps to start creating your own FAB Statements:

1. Compile a list of your pool, backyard project design features. Leave room to add your advantages and benefits later.
2. Go back over your pool feature list and write in one or two advantages of each. For example, *“Premier Pools eco radiance light package use 95% less electricity than industry standard pool lights.”*
3. Put yourself into your prospective customer's shoes, and develop a benefit statement for each advantage. Be sure to dig right down to the core human desire. What are their hot buttons and what are they looking to get out of their dream backyard. For example: *“By me making your Cabo shelf 7 ft. wide you will have two perfect seats for chaise loungers for you and your husband to*

*relax in while enjoying your pool. From here, you can put together a whole bunch of value statements."*

## CLOSING TECHNIQUES

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Practice these closing techniques before you go out to close a backyard project. Imagine how the presentation of your client's backyard dream will play into the following closing scenarios...

### 123 CLOSE TECHNIQUE

Summarize in sets of three items. We will give you this, that and the other.

This may be features of the product, benefits or add-on sweetener items.

There are two ways to do this: they may either be closely related (to reinforce a single point) or may be quite separate (to gain greater coverage).

Most customers want products that are free, perfect and available now. This is the classic business measurement trilogy of cost, quality and time.

### EXAMPLES

*This Premier premium pool equipment is cheaper, faster and more reliable than the other builders in town. They simply cannot compete with our buying power.*

*The Pools you have shown me are better-looking, better-built and better-equipped than those the other company showed me.*

*If you buy today, we will give you the premier Pools eco radiance color changing light!*

### HOW IT WORKS

The 1-2-3 Close works through the principle of triples, a curious pattern where three things given together act as a coherent set of three hammer-blows that give a compelling message.

## ADJOURNMENT CLOSE

### TECHNIQUE

Do not go for the sale now. Give them time to think. Tell them that they probably need time to consider the offer you have made.

Use this when:

- You can see that they are not going to decide now.
- You have set up enough tension that you are reasonably convinced that they will indeed seriously consider the deal and are likely to come back.
- Given some more time, it is likely that they will buy more (for example if they are at the edge of a budgetary period and their current funds are low).
- The relationship is important to you, and them making a wrong decision now would affect the chances of making sales in the future.
- You do not need to make the sale today (for example you have made your quota and this sale would be just fine for next month).

Combine this with setting up the next meeting, when perhaps you will be able to solidly close the deal.

### EXAMPLES

*This is an important decision for you and I think you need time to consider how important it is. Shall we discuss the details further next time I see you?*

*I can see you're thinking very carefully about this. Shall I come back next week to see how you are progressing then?*

### HOW IT WORKS

In many sales situations the relationship is very important as the sales person will be going back to the customer with more sales to make. It is thus a bad idea to push them into a decision when they are not ready and may later be unhappy about this.

Offering an adjournment can be a nice surprise for the customer, who may be expecting a harder style of selling. This sets up an exchange tension, encouraging them to pay back your offer of time with later agreeing to the deal. The Adjournment Close is particularly easy to manage when the sales person visits the customer, as opposed to having to hope that they will call back.

## AFFORDABLE CLOSE

### TECHNIQUE

Close out any objections they have about price by making sure they can afford it.

Find how much they can afford. Then show that you have a finance plan that fits their capability to pay.

Bring in other factors to reframe the real price, such as lifetime costs.

Show the price of *not* buying - for example the cost of continued ownership of the current car.

Strip down what is being sold to the bare minimum. Remove all the options (and maybe sell them as separate items).

Sell them something else they can afford.

Last option: bring your price down to what they are prepared to pay.

And always remember the caveat do not close people into debt they will not be able to repay.

### EXAMPLES

*How much per month can you afford...yes, we can make a deal for that...*

*The initial costs seems high, but by the end of the year you will have recouped the costs.*

*The Premier Pools silver series will fit into your price range.*

*The maintenance costs on this are very low. And this light is the most energy efficient*

*The cost per month on our pumps is the best made today.*

*If we can get you the upgrades you wanted, will you buy today?*

### HOW IT WORKS

The Affordable Close works by structuring the finance of the deal to fit into the other person's ability to pay.

'I can't afford it' is often more of an excuse than a real objection. If they really do not want to buy, you will find that they will immediately jump onto another objection.



## ARTISAN CLOSE

### TECHNIQUE

In the 'Artisan Close', the sales person emphasizes the art, skill and ability that has gone into the creation of the product or service that is being sold.

### EXAMPLES

*This premier pools eco radiance light has been designed by skilled engineers and designers who have literally thousands of hours of study behind them.*

*It may seem like a simple adjustment, but it took three years of training to know how to make the right adjustment to the steps on your premier pool*

### HOW IT WORKS

When we are going to buy something, we evaluate it in terms of the work that went into it. If we think it was easy to make, then we value it less. Often we do not realize the effort and skill required to produce something and hence think it is worth very little.

Selling with the Artisan Close adds perceived value simply by describing the skill of those who made the item and the time spent in producing it.

There is a similar and slightly different effect in service, where the perceived value can be enhanced by explaining the training and skill of those who will be delivering the service.

## ASK-THE-MANAGER CLOSE

### TECHNIQUE

Tell the customer that you only have limited authority to give discounts and that you will have to ask your manager to give more. You can at this point ask if the customer wants you to do this.

Then go to speak with the manager. Come back and say you have managed to persuade the manager to give an extra discount.

### EXAMPLES

I'm sorry that's all the discount I'm allowed to give. But we're a bit below target and I'm sure if I ask my manager Mr. Unger he might shave a little more off for you. Is that ok?

(Goes to rear of store where animated conversation with much hand-waving can be seen. Then returns).

Well, he took some persuading but I said we are nearly there, so he agreed to give you the upgraded premier pebble you wanted!

### HOW IT WORKS

The basic principle here is that in approaching their manager, the sales person is setting up an exchange: they have put themselves out for you, so you are now obliged to do something for them - like buy the product. This is amplified as the manager can be a fear-inspiring figure of authority, thus making the salesperson a courageous warrior, fighting on behalf of the customer.

Having to ask the manager also puts a break in discounting and some people will pay the given price rather than add the hassle of the manager's intervention.

There are several variants of what happens when you go to speak with the manager, including whether the manager is visible and whether the manager comes to speak with the customer. A simple but effective method is that the customer can see you arguing with the manager and clearly taking some heat on their behalf. You then return with the final offer.

## ASSUMPTIVE CLOSE

### TECHNIQUE

Act *as if* the other person has made the decision already.

Turn the focus of the conversation towards the next level of questions, such as how many they want, when they want it delivered, what size they need, and so on.

### EXAMPLES

*When shall we see the dig date for your Premier pool?*

*What will your friends say when they see your new premier pool?*

*Will the two Premier pools eco radiance lights be enough for your landscape?*

*Where will you put your new premier pools spa?*

### HOW IT WORKS

The Assumptive Close works by the Assumption principle, where acting confidently as if something is true makes it difficult for the other person to deny this. For them to say you are wrong would be to cast themselves as an antisocial naysayer.

Note: This is one of the most common closes used. Many other closes, such as the Alternative Close are variants of the Assumptive Close.

## BALANCE-SHEET CLOSE

### TECHNIQUE

List both the benefits of the purchase (the pros) and also the costs (the cons). Of course, the pros (the reasons to buy) will win.

You can even write it down like a balance sheet. Make sure the 'pros' column is longer and more impressive, of course.

Cons include things they wanted but are not getting.

Start with the cons and keep them short. But do make it sound credible, as if you are giving them fair consideration.

Then cover the pros. Perhaps sound pleasantly surprised as you describe them.

Sound reasonable, as if you are on their side.

Sound almost as if you are talking to yourself.

'As Americans, we don't see the role of government as guaranteeing outcomes, but allowing free men and women to flourish based on their own vision, their hard work and their personal responsibility'.

Rick Perry

### EXAMPLES

*Well, although the design is more than you thought and you think it is a bit big, it will be the perfect premier pool for your yard when construction is complete.*

*Let's weigh things up. You're not getting ..the Premier Pools pebble., but you are well within your budget and will have a beautiful premier pools backyard..., ... and .... Hmm. That's good!*

### HOW IT WORKS

The Balance-sheet Close works by building Trust through appearing to taking a balanced and fair approach. It guides the other person's thinking and hopefully saves them the trouble of weighing up the pros and the cons.

This is also known as the *Abraham Lincoln Close* (Lincoln was a lawyer and often used this technique in his cases) or the *Ben Franklin Close*.

## BEST-TIME CLOSE

### TECHNIQUE

When people are procrastinating or will 'be back', emphasize how *now* is the *best* time to buy. All sales people know that 'there are no be-backs'.

Invoke seasonal effects, such as the Premier Pools endless summer sale, or the premier pools poolapalooza.

Remind them of other short-term reasons, weather, and so on.

Find out other personal reasons why it is good to buy now, such as their partner's birthday, etc.

You can even do a reversal on 'never the best time to buy' by showing how this makes now as good a time as any. You only have so many summers to spend with your kids. Make some premier pools summer memories with your kids.

### EXAMPLES

*We only give this deal on premier pools pebble for the spring season.*

*Summer is coming. The time to build your premier pool is now!*

*The forecast for next week is for sun. The perfect time to dig your premier pool.*

*The best time to buy is now, whilst...Your kids are on summer break*

*There is no 'best time to buy' which makes now the best time. And you will get those great upgrades you wanted at the premier pools endless summer sale*

*If you were going to start saving money, the time to buy is now at the premier pools poolapalooza*

### HOW IT WORKS

The Best-time Close works by emphasizing how now is the best time to buy and how delaying is not the best thing to do.

## BONUS CLOSE

### TECHNIQUE

When they are dithering close to a decision, offer them something unexpected and un-asked for that delights them.

All it needs to do is make them say 'Ooh, that's nice'. Or something like that.

A simple equation: delight = expectation + 1

Try and figure them out before using this close: for some people it will open them up again as they seek to gain more concessions.

### EXAMPLES

*You know, I've had a good day and am going to give you the premier pools eco radiance light for free.*

*Hold onto your money: I'm going to upgrade you to premier pools pebble.*

*Well, you're a good customer to work with so I won't charge for the premier pools eco radiance light .Do you have anyone else in mind who is looking for a premier pool*

### HOW IT WORKS

The Bonus Close may work in several ways. First, the bonus is a temptation that

When they emotionally close on the bonus, the sensation of closure may also leak across to the main subject.

When they feel they have got something for nothing, they may agree to the deal for fear that you may take it away from them again.

You may also create a sense of exchange, where because you have given them something.

The Bonus Close is also known as the Delighter Close or the Extra Close.

'Once you have commitment, you need the discipline and hard work to get you there.'

*-Haile Gebrselassie*

## BRACKET CLOSE

### TECHNIQUE

Make the other person three offers.

First offer them something sumptuous and expensive that is beyond their budget. Not so far beyond them that they would not consider it. Ideally, it is something they would look at wistfully but just couldn't justify (if they do, it is your lucky day!).

Secondly, offer them a solid good deal that is within their price bracket. It may not have all that they wanted, but it is clearly good value for them.

Finally, offer a severely cut-down deal in which very little of what they want is included.

They should, of course, go for the middle option.

### EXAMPLES

*Well I can do a full backyard design with the premier pools spa, stainless steel premier pools bbq and premier pools pebble. It's a bit pricey but is amazing quality.*

*A really good option is with premier pools eco radiance yard lighting, travertine coping. This is remarkably good value.*

*If you are on a very tight budget, we do have premier pools silver package.*

### HOW IT WORKS

The Bracket Close works by contrasting, the preferred option both upwards and downwards.

Rejecting the higher option lets the other person feel good about not spending too much. By comparison, the option they choose seems quite prudent and they may even feel they have saved some money.

Rejecting the lower option lets them feel they are not a cheapskate and can afford something of value.

## CALCULATOR CLOSE

### TECHNIQUE

Rather than just quoting a price, get out a fairly large calculator and bash away on the keys for a while. Mutter things like 'less discount' and 'I'll take another 2% off, just for you'.

Then either read out the price or turn the calculator around to show the customer.

### EXAMPLES

*Right, the retail price is \$1,200 for the Premier Pools Eco-Radiance light. Hold on a minute ... right, with the Endless Summer Sale the extra discount for today ... does that look right to you?*

### HOW IT WORKS

Working on the calculator implies that you are not just quoting any price, but working out something special for this customer. You are also performing what seems to be a difficult task and exude an air of authority. Both of these invoke the exchange principle, where the customer feels more obliged to agree to the sale.

Showing the price also gives a finality to the action. To ask for a further reduction would mean you would have to recalculate and so oblige the person further.

This close is popular in particular professions and places, particularly in high-value sales such as jewelers and car sales. It is also useful to people who do not speak well the language of their customers.



## CALENDAR CLOSE

### TECHNIQUE

If they are not ready to close now, agree a future date when you can meet to discuss further. This at least keeps the deal alive and you return to fight another day. It may also be just what you are seeking to take you to the next step in the deal strategy.

Putting dates in the diary may also be an assumptive method, assuming that closure has taken place and that it is just a matter of when.

### EXAMPLES

*When shall we make the next meeting to look at your awesome premier pools 3d design?*

*Are you free next Wednesday at 3pm look at your premier pools design?*

*What new things shall we discuss next week for you premier pools decking options?*

### HOW IT WORKS

Putting a date in the diary is easy for the other person, and may be agreed as an exchange for you not pressing further for a close now.

Dates in the diary also get them thinking about the future, which may be a good thing as this attention will then keep them engaged in your subject-matter.

## COMPANION CLOSE

### TECHNIQUE

Rather than sell directly to the person you are targeting, sell to a person they are with.

This can be a husband, wife, child, friend, grandparent, etc.

Start by being friendly with them (the target person won't mind this) then gradually increase the selling to them.

Cast them as an authority (particularly as they buy into your idea).

When they are making approving noises or say they would like one, start selling to the real target of the sale.

Rope in the companion as a sales assistant.

If you are lucky, you might make two sales!

### EXAMPLES

*Good day Joe, and Joes brother Sam...You seem to like you love this premier pools design as well, Sam which Premier pebble color do you like best?...*

### HOW IT WORKS

The Companion Close works because the companion to whom you are selling the idea does not have to make a financial or other commitment and so will be more ready to agree with you.

When the real target of the sale sees that the other person has agreed, they are more likely to also agree, in order to maintain consistency with their thoughts of their companion being intelligent and to maintain harmony in their relationship with them.

## COMPLIMENT CLOSE

### TECHNIQUE

Be nice to them. Tell them how wonderful they are. Be amazed and impressed by them.

Cast them as the expert so they sell to themselves.

Tell them how good they look or sound.

Tell them how others will be impressed by them.

Tell them how impressed you are with them as a person. Admire their integrity.

Then ask for the sale.

Also compliment them on previous decisions. If you are selling cars, admire the car they already have, although you can also appreciate their need for a new one.

### EXAMPLES

*Wow. You really know your stuff. How about we get this premier pools project started?*

*Well, as you are the expert, you will understand how good this Premier pools eco radiance light is*

*Your friends will be over all the time wanting to swim in your new premier pool.*

### HOW IT WORKS

The Compliment Close works by flattering the other person, massaging their ego so they are more concerned with feeling good than parting with their money.

It can help to associate the person with the product, so they feel their sense of identity becoming attached to the product.

It also works by being nice to the other person so they feel obliged to be nice to you and buy your product.

Putting the other person on a pedestal and admiring them encourages them to live up to the high expectations you have of them.

Complimenting them on a previous purchase is telling them that they make good decisions (and hence can make a good decision this time too).

The Compliment Close is also known as the Vanity Close, the Ego Close or the Flattery Close.

## CONCESSION CLOSE

### TECHNIQUE

Offer a concession of something they want in return for them buying the product.

You can be explicit about wanting an order in return for the concession or you can give the concession without asking - the other person will very likely still feel they owe you something for it.

### EXAMPLES

*If I upgrade you to Premier Pebble will you get started today?*

*Well, I think you deserve a free premier pools eco radiance light upgrade.*

*Listen, I'm going to throw in a free month of premier pools service.*

*If you are ready now, I'll make sure the plans are started by the end of the day.*

### HOW IT WORKS

The Concession Close works by offering the other person something and either requesting or implicitly expecting something in return - usually the sale.

The Concession Close is also called the Trade-off Close.

# SETTING GOALS

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## FOCUS ON THREE MAJOR GOALS (PERSONAL, CAREER AND FINANCIAL)

This is the hardest part for most people because choosing just 3 BIG goal to pursue requires extreme focus and connection to purpose.

But, it's really important that you stick to just 3 major goals. Goals are different than habit changes. Your 3 goals should be so big that it would take an entire year to accomplish. If you were to accomplish only these 1 of these goals, you'd feel like you had a very successful year.

### EXAMPLES

- Lose 40 pounds
- \$100k in revenue on Pool sales commissions
- Get 50 referrals
- Save 10k into savings account
- Save for and take a month-long trip to backpack through Southeast Asia

Your goals should be based on what you really want to accomplish—where your deepest values, passions, and skills intersect .Do not aim for “reasonable” goals. **Be unreasonable.** What do you *really* want to accomplish in the next 365 days? That's what you should make your goal. “Shoot for the moon. Even if you miss, you'll land among the stars.”

## CREATE MONTHLY SUB-GOALS

Once you've created your 3 major goals, create monthly sub-goals for each one. The idea is that your monthly sub-goals would very clearly lead to you accomplishing your 3 major goals for the year. I'd recommend planning for 12 months.

### Example

**Big Goal:** Sell 70 pools

MONTHLY GOAL:

- **April** –initiate self-marketing course
- **May** – make follow up calls to previous customers ask for referrals
- **June** – initiate follow up plan for customers

- **July** – initiate weekly lead gathering initiative
- **August** –Join local business group or chamber of commerce referring group
- **September** -Develop relationships with local real estate companies. Offer free 3D designs to help them sell the house. In return you may just get a great lead out of it. Involve dozens of realtors in the process and become their go-to pool person.
- **October** – Sports Publications: These include the local youth football team or the local high school sports teams. Local sponsorship makes you a part of the community and is often very cost effective.
- **November** – Advertising Boards: NOT billboards, but the local advertising boards that you would see at a little league game. Becoming a pillar of you community leads to you getting into more houses.
- **December** – Vehicle wraps are a great way to get exposure. Premier Pools corporate can provide artwork for you to wrap your car. In some case corporate may be able to get partner co-operation.

When you break your major goal down this way, you can see the natural progression of your goal and exactly what needs to be done each month in order for you to sell 70 pools by December 31st. Breaking it down this way makes the end goal seem even more tangible. It will get you *super excited* about the idea of taking on your plan and tackling that one big, amazing goal of yours.

## CREATE WEEKLY MINI-GOALS

20% of your work that's driving 80% of your results. Now, the question is: What systems can you put in place to do less of the 80% of activity that isn't generating results, and *more* of the 20% activity that is?

Example:

### **80% of work that isn't driving a ton of results:**

1. Checking email for 4 hours a day
2. Using social media too often throughout the day

### **Strategies to eradicate the issues above:**

1. Check email for only 2 hours a day—one hour between 11-12pm, and one hour between 4-5pm.
2. Block social media websites between the hours of 9am-12pm.

Once you create a list of strategies, use those—in addition to your set of monthly sub-goals—as a guide, and create around 50 mini goals (about 4 mini goals per month—one for each week). Each mini goal should take no longer than a week to accomplish. Essentially, the mini goals are a way to further break down your monthly goals into highly manageable weekly chunks.

## EXAMPLE

**April sub-goal** – 5 deals for the month **April weekly mini-goals** –

- Week 1: set 4 appointments
- Week 2: follow up on 4 appointments set 2 more and generate 2 new leads
- Week 3: close 2 deals. Generate 3 more leads. set 3 more new appointments
- Week 4: close 3 deals. Send out EBLAST to continue lead flow.

When you break your monthly sub-goals down like this, you basically create a detailed road map for making stuff happen. It seems so obvious, but no one plans like this. That's why most people fail, in addition to not creating strategies to eradicate triggers that lead to wasting time.

Based on the weekly goals you outlined for the current month you're in, you need to set aside 30 minutes to create a weekly "plan of attack" for accomplishing your mini goal for the week ahead.

It's a good idea to add in your major goal, monthly sub-goal, and weekly mini goal at the top of your weekly worksheet to remind you of what the whole point is with all this planning business and hard work. At the beginning of every week, you should know exactly what you're looking to accomplish every day to achieve your weekly mini goal—so that you can move on to your next mini goal, in order to move on to your next sub-goal, in order to accomplish your one major goal.

Once you've done your weekly planning, you need to set aside time to plan every single day for the upcoming day.

***You have to plan on your own success.***

If you don't break it down to what you'll do every day, then there's no way you'll accomplish your weekly, monthly, or annual goals. **Either you're going to own your day, or your day is going to own you.**

Your daily plan needs to go hand-in-hand with the strategies you implement to actively avoid time-wasting triggers and activities.

Writing down your plans MAKES A DIFFERENCE! By writing down a yearly plan which then breaks up into monthly, weekly and daily task lists, you CREATE a work schedule for yourself and this helps you stay on the right track.

## HOME SHOWS

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The goal of home shows is to maximize dominance and setup appointments with as many people as possible. Trade shows are unlike other sales environments. Limited time and attention of attendees requires quick qualifying, and lead generating tactics. Make sure you are prepared and have a clear goal for each day.

### MAXIMIZING HOME SHOW LEAD COUNTS

You want to be high-energy, and happy in your booth. You must be well-groomed, attentive and not chewing gum, sitting or talking to other employees.

### SET THE APPOINTMENT AT THE HOME SHOW

Your closing rate for home show leads will be drastically lower when you are trying to set the first appointment the Monday after the home show has ended. By this point in time, the potential client will have had 10 different pool companies calling trying to set an appointment, thus lowering your chances of even getting in the house.

### THE WALL OF NOISE

You have to approach attendees, engage them, and welcome them into your booths. Unfortunately, many staffers take this to mean that they must offer up a constant stream of conversation,

Talking is important, but listening is more so. Shift the focus from your own sales spiel to actually listening to the customer and you'll find your results immediately improve. Ask attendees questions, and listen to their answers. Give them your full attention. Hear what they're saying and offer appropriate responses.

The fact that you're focused on the attendee, wholly engaged with them, and committed, however briefly, to solving their problems, is one of the easiest, most effective ways to create a positive first impression. It sets a good precedent, establishing how you will do business with this client further down the road. You're laying the foundation for that positive, profitable relationship.



Most companies plan for trade shows as if the exhibition is the only and final event. However, there is crucial planning before the show, and post-show lead follow-up is the most important way to determine your return on investment.

## DRIVING TRAFFIC TO THE BOOTH

Send pre-show mailings to announce your presence at the show

- All of your prospects should get a mailer.
- Send to your clients if you are introducing new products that you are showcasing or demonstrating.
- If you can get an advanced list of attendees, send them a mailer as well.

Include an offer if the mailer is brought to the booth

- A trinket or coupon is fine. Make it valuable enough to ensure response.

Audio-Visuals

- Audio-visuals and demonstrations engage prospects and bring them further into the booth at the show.

## STOCKING THE BOOTH

- Determine what collateral and promotional items you will need at the booth (balloons, t-shirts etc.)
- Have general information easily available for the information gatherers
- Keep more specific information or more costly materials within your easy reach, but less available to the attendees. That way, you can decide who gets those materials, and hopefully get contact information from them
- Having a fishbowl to collect business cards is standard.
- Logo promotional items and give-a-ways are expected (Premier mini-beach balls are always a hit.

# MARKETING YOURSELF – METHODS TO INCREASE LEADS

**The most successful Premier Pools sales persons are often the best self-marketers. They keep in touch with our clients.** They know that constant contact helps to keep our customers happy which in turn leads to better customer referrals.

Business owners/sales managers: Always remember to consult with corporate marketing so that we may help you make the best financial decision which leads the best ROI return on investment.

## THE BEST METHODS

1. Send thank-you, birthday and anniversary cards to your previous pool customers along with a Premier Pools & Spas® referral card asking for more business. Getting to know your customer makes you a friend not just another salesperson and people love to refer their friends. Let's make sure we become our customer's friend in the pool business.



**REFER A FRIEND AND RECEIVE \$250!**

*Premier Pools & Spas*

**NEW CUSTOMER:**

Name: \_\_\_\_\_  
Address, City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_

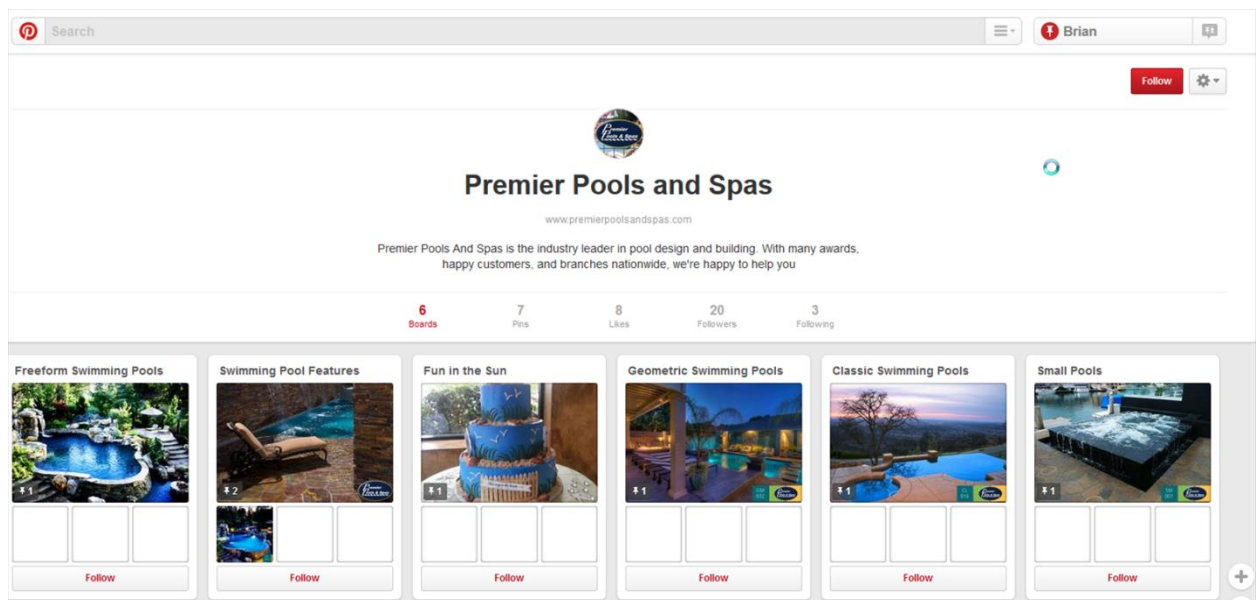
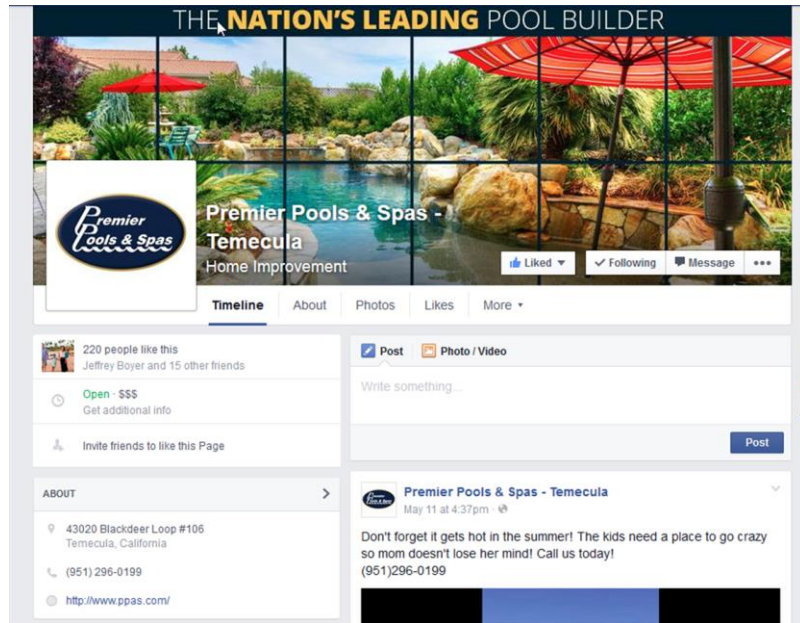
**REFERRED BY:**

Name: \_\_\_\_\_  
Address, City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_

To receive this offer, please complete the above section and email to [jsummerfield@ppas.com](mailto:jsummerfield@ppas.com) or fax to (559) 298-7470  
\*This offer is valid for new pool customers not currently under contract with Premier Pools and Spas. A \$250 check will be sent to referring person upon activation of new pool.

2. Make phone calls and schedule regular 'keep in touch' calls to customers, asking if they had any questions on their project after the pool is complete. You are always asking to see if they have a friend that is interested in building a pool. If the relationship is effectively created your customers will be a great source of leads in the future.
3. Give your customer's an exclusive preview of the sale. Make them feel valued. Arrange on-one meetings to tell them about the benefits in advance if the launch of the sale.
4. You are always asking to see if current or previous customers have a friend that is interested in building a pool. If the relationship is effectively created your customers will be a great source of leads in the future.

5. Drive around the area and write down the names of businesses. (Potential referring partners). These can include landscape companies, concrete companies, etc. Drop off a brochure or sale flyer.
6. Post articles of value to your customers and send an email newsletter. Get active on Facebook, Pinterest and Twitter. Constant updates and beautiful pictures keep customers following you and interested.



7. Supermarkets: look for flyers, magazines, ads on the back of register tapes and brochures.
8. Distribute flyers in select neighborhoods. When you are slow or are needing leads, pass out brochures in the hot and upcoming neighborhoods. This is a very cost effective way to get more leads. Better yet get your whole family involved in the process.

9. Develop relationships with local real estate companies. Offer free 3D designs to help them sell the house. In return you may just get a great lead out of it. Involve dozens of realtors in the process and become their go-to pool person.
10. Sports Publications: These include the local youth football team or the local high school sports teams. Local sponsorship makes you a part of the community and is often very cost effective.
11. Advertising Boards: NOT billboards, but the local advertising boards that you would see at a little league game. Becoming a pillar of you community leads to you getting into more houses.
12. Vehicle wraps are a great way to get exposure. Premier Pools corporate can provide artwork for you to wrap your car. In some case corporate may be able to get partner co-operation.
13. Community bulletin boards like the one at your community pool can be a great place to post up business cards or a flyer. It's all about getting exposure.
14. Business cards. Put out as many business cards as you can. You never know whose hands your card will end up in. Business cards can be ordered on the company store in the repository.
15. Chamber of Commerce, membership lists, local maps with ads on them every community has a business to business opportunity to develop relationships. These relationships can be great and cost-effective exposure. Often times business owners are our customer. Drive around the area and write down the names of businesses. (Potential referring partners). These can include landscape companies, concrete companies, etc.
16. Church Bulletins another cost effective way to get the name out in the community.

### PUT IN EFFORT

Too many times salespeople only celebrate the sale. And while that's important, it is equally important to celebrate the work that went into making the sale happen. The work ethic (your work ethic) will lead to more sales than any other element in your sales arsenal. Follow these self-marketing ideas and truly become your own company. Put the full effort in and the results will follow.

### REVIEW SECTION:

1. What are five ways to increase your market exposure to get more leads?
2. Name another way to market yourself that is not on the list.
3. What are three items on this list that you will do every month?