



3 Ways to Close More Sales with Building Science Robert Naini

ASPRAY FOAM AVISOY



ANTITRUST POLICY STATEMENT FOR SPRAY POLYURETHANE FOAM ALLIANCE MEETINGS

- It is and shall remain the policy of the Spray Polyurethane Foam Alliance ("SPFA"), and it is the continuing responsibility of every SPFA member company, SPFA meeting or event participant, as well as SPFA staff and leadership to comply in all respects with federal and state antitrust laws. No activity or discussion at any SPFA meeting or other function may be engaged in for the purpose of bringing about any understanding or agreement among members to (1) raise, lower or stabilize prices; (2) regulate production; (3) allocate markets; (4) encourage boycotts; (5) foster unfair or deceptive trade practices; (6) assist in monopolization; or (7) in any way violate or give the appearance of violating federal or state antitrust laws.
- Any concerns or questions regarding the meaning or applicability of this policy, as well as any concerns regarding activities or discussions at SPFA meetings should be promptly brought to the attention of SPFA's Executive Director and/or its legal counsel.



Business Bullseye

Marketing

- Advertising
- Tradeshows
- Networking

Sales

- Client Meetings
- Proposals
- Close Deals

General Manager

Planning
Decision Making
Leadership

OWNER

Admin

- Accounting
- Legal
- HR

Operations

- Spraying Foam
- Air Sealing
- Clean Up



Sales Process

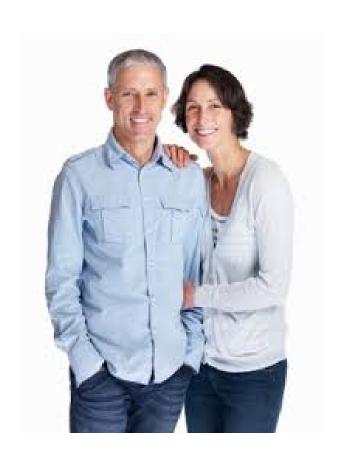
- 1) Know
 - Like
 - Trust
- 2) Find
 - Information
 - Problem
- 3) Present
 - Solution
 - Offer with Call to Action







Decision Makers









Decision Makers



- Married Couple
- Homeowner
- 45+ yr. old
- Family
 - Children
- Budget

Who makes the decision?



Decision Makers

- Construction
 Foreman
- Male
- 30 60 yr. old
- Budget
- Project Schedule
- Project Quality
- Sell Time







Why People Make Decisions

- 1) Receive F
 - Pride To
 - Benefit –



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- 2) Avoid Pain
 - Fear Health Issues
 - Failure Design





Psychology of Buying

Love to Buy

Hate to be Sold

Buy based on Emotion

Justify their Decision with Logic



Bad News

Your Customers Do NOT Want Spray Foam Insulation





Good News

Your Customers Do Want:

- Comfort
- Savings
- Safety
- Good IAQ
- Minimize Risk
- Choose the Best





Building Science

- Comfort

 Low ACH

- Good IAQ —— Air Tightness
- Minimize Risk ——— Vapor Retarder
- Choose the Best —— Highest R-value



Know

- Like
- Trust

- Phone Consultation
- Family 2 Children
 - Renee & Johnny
- Schedule Meeting



- Married Couple
- Homeowner
- 45 yr. old



Find

- Information
- Problem



Concerned about:

- Indoor Air Quality
- Hot Spots
- Cost





Present

- Solution
- Offer





| Problem | Your Story | |
|--------------------|---|--|
| Indoor Air Quality | Air Tightness Reduce the Potential for Mold | |
| Hot Spots | Ducts in Conditioned Space Even Temperature Throughout | |
| Cost | Thermal Performance Save Money, Payback Period, | |



| Want/Need/ Concern | Why | How | The Solution |
|-----------------------|-----------------------------|----------------------------------|----------------|
| IAQ | Family Safety | Air Tightness | SPF Package |
| Hot Spots | Back Bedroom | Ducts in Conditioned Space | SPF Package |
| Cost | Want Granite Counters | Thermal Performance | SPF Package |



Questions



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