



# 3 Ways to Close More Sales with Building Science

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**SPRAY FOAM**  
*Advisor*



# 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
- Tradeshow
- 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 P

- 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
- Savings → Ducts in Condition Space
- Safety → Reduce Mold
- Good IAQ → Air Tightness
- Minimize Risk → Vapor Retarder
- Choose the Best → Highest R-value



# Example

## Know

- Like
  - Trust
- 
- Phone Consultation
  - Family – 2 Children
    - Renee & Johnny
  - Schedule Meeting



- Married Couple
- Homeowner
- 45 yr. old



# Example

## Find

- Information
- Problem



## Concerned about:

- Indoor Air Quality
- Hot Spots
- Cost





# Example

## 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,



# Example

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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