10 Keys to Getting The Absolute Most Out of This Program
Welcome to the Roof Sales Mastery Advanced Sales Training Program. We are seriously jacked to deliver you massive value with content-rich material jam packed with actionable strategies, highly effective approaches for lead generation and objection-handling, our word-for-word sales presentation that dominates the kitchen table close, and methods of supplementing and negotiating with insurance adjusters that will dramatically boost your average job size and commission.

Here’s what we can guarantee about the methods and strategies you’re going to receive in this program: they work. We’ve used them ourselves for years to get amazing results (like a million dollar+ per year annual revenue in personal sales, a 95% kitchen table closing ratio, and increasing our claims by up to 99% with our supplementing techniques), we’ve taught them to our own salespeople in our company to get similar results, and we have had phenomenal feedback from past clients who have already gone through the program.

Here’s what we can’t guarantee: we can’t guarantee that you will take this information, study, practice it, don’t go out and apply the techniques you learn, you won’t see the results. Period. Just like buying a gym membership. It’s great you bought the membership, but if you don’t go to the gym and actually work out consistently, you’re never going to see results.

We really encourage you to absorb the material, study it, practice it, and go out and use it. It’s easily learnable and repeatable, and it will work for you if you apply it. We built Roof Sales Mastery because we sincerely wanted to provide people like you with the resources to take your skills, income, and lifestyle to the next level, and we honestly care about your results. We’re giving you the exact same approaches and techniques that we use to have our success in this industry, no holds-barred. We’re excited for you to have your best year yet with it.

That being said, here are 10 keys to getting the absolute most value out of this program:

1. Don’t try every new trick at once.

   If you were learning to juggle, would it be better to start with 6 flaming chainsaws or 2 oranges? Give yourself the best opportunity to get results by tackling one thing at a time before moving on to the next.

   With so much material in the program, it will be tempting to “binge learn” and take in a dozen lessons at once. While we’re stoked that you’re excited to dive in, remember that to really master something, you need to focus your entire attention on it. Pick one area at a time to get really solid at, and once you’re consistently able to apply it and get results, move on to the next area that needs attention.

   For example, if you’re first wanting to focus on your closing with a second priority in supplementing, spend the majority of your time in the presenting and closing area, studying the presentation and practicing it out loud until you have it committed to memory and feel comfortable delivering it. After you’ve gotten comfortable and effective at presenting it to homeowners and you feel like you’ve got it down pat, then move on to learning about supplements.
If you try too many things at once, your performance in each area will be mediocre at best. We have built the Roof Sales Mastery program with the intent to help salesmen in this industry improve their overall results by cranking up their skills in 1 or 2 key areas with small adjustments to the way they’re approaching those particular areas. Make the material work for you by using it effectively. Master one thing, and then master another, and another.

2. Practice.

Get fluid and comfortable with new approaches, scripts, and objection handling techniques by practicing out loud or with another person before you put it to use in the field.

How would you expect a football team to perform if all they did when they got together was briefly talked about and looked at some plays and strategies on paper, and then said, “Okay, see you on the field at the game!” without doing any drills or practicing any plays? Prognosis: not good. You can’t expect great results in any given area when the only experience is gained during a high stakes situation (i.e. in a real game where the points matter and the pressure is high).

Spend some time doing some dry runs with the door knocking and referral approaches, the presentation, handling objections, and so on before you use them on the job so you don’t try a new way for the first time ever with a customer, mess up, and then revert to doing it the old way simply because of a negative experience due to lack of preparation. That being said...

3. Implement imperfectly.

Study, practice, and prepare, but don’t give yourself “paralysis by analysis” by “waiting until you feel ready” to try a certain strategy or approach. Implement imperfectly. The more you do something, the better you’ll get.

Anything that is practicable is perfectible. The techniques and methods we’re going to teach you in this program are easily learnable and duplicable. Internalize this fact: “If they can do it, I can do it.” There is nothing in this program that would only work for someone with certain talents or special circumstances. With practice, consistency, and commitment, you WILL get results, some of you faster than others. Just bear in mind that some of the methods and approaches you’re going to learn in this program are going to be completely different than anything you’ve seen or tried before. This means you’re bound to experience a learning curve.

So expect to stumble! You’re inevitably going to forget what to say, totally botch an approach, and mess things up the first handful of times you try some of the things you learn. That’s what happens when you try something new. The key is repetition. Practice makes perfect. Study it, practice it, and do it until you get it right. Imagine if, as babies, when we first started trying to walk, we gave up after five minutes because we thought it was “too hard,” deciding that humans simply weren’t meant to walk on 2 legs? Don’t let fear or a couple of flops prevent you from moving forward. Once you get these things down pat, you’re going to be unstoppable.

4. Log your activities and track your results.

There are about 37 reasons aside from the fact that we want you to see your results in black and white for logging your activities and results (see: motivation, accountability, reality checks, staying on pace with your annual goal, etc.), but for the sake of getting the most out of the program, we’ll focus on that reason alone here. How will you know if you’re getting better in specific areas

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without tracking your results? It is crucial to measure your results against your activities for two reasons: 1) to monitor your increasing results, and 2) to identify areas of opportunity where your performance may be lacking.

Keep an activity log to record your daily and weekly activities and the results that come of it. For example, log how many doors you knock each week and how many people you spoke with. Out of the people you spoke with, log how many you lined up an inspection with. Out of those inspections you lined up, log how many you completed, and out of the inspections you completed, log how many you signed. This record of actions and results will allow you to accurately measure the fruits of your labor.

For example, if you’re not a strong door-knocker, log where you’re starting out. Maybe you’re currently knocking 17 doors to get 1 appointment lined up (6% success rate). Keep track as you study the lead generation and objection handling in the program, and in a couple of weeks, you might discover you’ve improved your skills to getting 1 inspection per 11 doors (9% success rate).

Track what you’re doing and what’s coming from your activities weekly so you can monitor your strengths and weaknesses to actively and purposefully pinpoint areas to improve in. Making an honest assessment of your current success ratios (closing, lead generation, supplement sizes, etc.) before you begin the program will allow you to actually track your progress as you go along so you can see the results.

Plus, we want to know about it! We love hearing that our program helped you add $1,182 to your average claim size this year, or that you boosted your closing ratio by 20% with the presentation. Neither of us will know that if you don’t track your numbers though. We really encourage you to share your weekly stats on the private Facebook “Roof Sales Mastery Members Forum” group page. You’ll have access and interaction with ourselves and other Roof Sales Mastery members there to get feedback, help, and a little friendly competition daily. Consider it a forum for a mastermind of other high producing, ambitious players in the storm restoration industry.

5. **Don’t skip the “homework.”**

On many lessons, we’ve included an associated “challenge,” activity, or to-do to accompany it. These aren’t designed to give you busy work, but to help you to actively apply and implement the material we’re teaching you. Some are created to assist you in logging your activities and results, others are designed to give you a boost of activities one week to generate a burst of sales, and some are intended to help you hold yourself accountable.

While we won’t be slapping your wrist with a ruler if you don’t complete the assignments, we can say with confidence that those who actively participate in the activities and challenges will get better results than those who don’t. We want you to get the absolute most out of the program, and by giving you ways to go out and use the material immediately, you’ll be far more likely to get better results faster.

6. **Challenge yourself.**

You can only get out of something what you put in. Give yourself the best opportunity possible to see real results by putting in the work in order to produce. Buying a gym membership but only going to the gym two or three times a month won’t give you a fighting chance to see results, and the gym is not to blame for those lack of results: it’s “operator error.” Set some goals and really go after
them this year. Prove to yourself that you’re capable of achieving more than you have before.

7. **Hold yourself accountable.**

Be a good boss to yourself! That means “showing up to work” every day, holding yourself accountable, and facing yourself at the end of the week and honestly answering the question, “Did I act according to my goals this week?” Remember that success in storm restoration is like being on a diet: if you cheat, you’re only cheating yourself.

Just like your income is completely up to you in your position as a salesman, what you get out of this program is completely reliant upon your discipline to go through the material, focus on one section at a time, learn it, apply it, and monitor your results as you go along. If you try something a couple of times and don’t have success with it, resist shrugging it off and deciding that it must just not work. Hold yourself accountable by examining how well you studied and prepared for that particular strategy, and how many times you actively applied it before you make up your mind about your ability to execute it or not.

Remember that the strategies and methods we’re sharing with you in this program are tried and true. They’ve been proven to work. The only missing link is for you to put it to work! Your results are up to you. Put in the effort and the results will come.

8. **Don’t be “too good.”**

We all have our strengths and weaknesses when it comes to working in this industry. You might be a solid canvasser, but are most excited about learning how to supplement well. Don’t be so overconfident in your lead generation skills that you skip over the lessons on door knocking or objection handling, because remember: no matter how good you are, you can always get better, and the crazy thing about this business is that you might just pick up 1 single new thing in an area you’re already really great at that makes a 5% increase in your skills, translating into 1 additional deal per month, adding another $100,000 to your sales figure and $10,000 to your paycheck this year. Seek out the “aha” moments in the areas you’re already confident in so you can up your game in that area even more.

9. **Jump in feet first.**

Just dive into the program. Be involved and engaged. Ask questions, practice and role-play, actively submerge yourself in the material and commit to getting the absolute most out of it. We’ve put literally thousands of hours into putting together our absolute best, most effective techniques in the storm restoration business for you so you can eliminate the trial and error and use what works to get better results faster and easier, so don’t hold back.

10. **Continue to seek information, education, and to invest in yourself.**

   “There is no greater use of your time than to improve yourself everyday in areas that will lead to being successful.” – Jerry Bruckner

I really want to recognize you for choosing to invest in yourself by enrolling in the Advanced Sales Training Program. Individuals like yourself who view an investment in oneself not as a cost, but rather in terms of the return on their investment are the individuals who will continue to improve, grow, and get bigger and better results every single year. Nothing changes if nothing changes, and
you can't expect to get different or better results than you have before until you commit to doing something different to take your game to the next level; that's why you're here.

When you get through this program and have extracted every fiber of value out of it, feel free to reach out to us to continue your education. We intend to offer you as many avenues as possible to gain more knowledge and skills with live seminars, personal coaching calls, and more to feed your growing appetite and to continue to add to your arsenal of sales skills in this business. We're committed to delivering you massive value with high quality, killer content in each of our programs, and we're excited to have you be a part of it.