How To Convert Calls Into Jobs EVERY Time The Phone Rings!

Introduction Letter

This report presents the best practices of Matt Beyers, cofounder of the Encompass Contracting Mitigation Company. A cutting-edge leader in a time-tested industry, Matt and his team have over 27 years of experience in mitigating water losses on all scales.

During the past three years, Matt has used his industry expertise to start and turnover three successful mitigation businesses. To date, Matt's systems have been applied by more than one hundred restoration companies throughout the United States.

The insights to follow will have you answering the phone in a way that converts calls into jobs, and, most importantly, revenue for your business. Also, **watch this training video** (https://youtu.be/Ki1oYsDttzM) where Matt walks you through his proven process to convert online generated phone calls into jobs.

In his first month working with us at Water Restoration marketing, **his campaign generated over $36,000 in new business** from the calls we generated for him. You can hear him share his results in this short video (https://youtu.be/7Iu01L7NMKk)

Thanks again!
Kevin Wilke
Co-Founder – Water Restoration Marketing

5 Rules to Convert Every Call into Revenue

In order to effectively serve clients and generate business, you must lay the appropriate groundwork. This pre-work includes utilizing a dedicated phone line for receiving calls from your marketing activities. This removes ambiguity and allows you to hone your focus on the task at hand, which is landing the job. Once your line is live, you know you will be receiving calls from potential customers, and you can prepare to make an effective first impression.

Just like the first step, the second key to setting up your business for call answering success also happens before you ever pick up the phone: taking on the mindset of the caller. The importance of this approach cannot be overstated. When answering a client call, you must provide empathy. Depending on your experience level, you may or may not be familiar with the issue a client is facing; however, you must remember that, for the client, this is an unwanted, typically distressing event. Not only is the caller looking for a solution, but, regardless of the scale of the loss, the caller is also seeking assurance that life can and will return to normal.

I'll explain each of these five rules in more detail:

1. **Make the First 30 Seconds Count**

2. **Ask Questions to Clarify the Solution**

3. **Diffuse Any Objections**

4. **Take Control to Give Them Confidence in YOU**

5. **Get It Right on Site**

Rule #1: Make the First 30 Seconds Count

Sociology tells us that people typically determine whether another person is trustworthy within the first 30-seconds of an interaction. This includes phone conversations. How you answer a call is critical in building a relationship that will lead to positive business outcomes.

To avoid confusion and premature hang-ups, ensure you answer calls with a clear introduction. During the first seconds of the call, the potential client should have no doubt that he or she has made the appropriate connection. The client must know he or she is speaking to a mitigation company representative who can provide the necessary assistance. For example, you might include, “Hello, such and such company, Mitigation Department – How may I help you?” in your initial greeting.

Once you’ve delivered your initial greeting it’s important to remember people in stressful situations respond most favorably to a calm voice. Ensuring the client knows his or her concerns are being heard and understood is also key to establishing trust. Failure to listen to a caller or talking over a caller can add to the panic and frustration the caller is already experiencing and have them doubt if you are a good choice.

In some cases, light humor is also an effective strategy for reducing stress. Attempting to get a smile from the caller early in the conversation establishes rapport. Including a line such as, “Glad to meet you, [name of client]… well not really under the circumstances” is one way to use humor to break through the tension a caller may be experiencing. It’s imperative for the caller to know that there is another human being on the other end of the call who has empathy for the unwanted situation he or she is living.

In fact, establishing yourself as someone who is on their side, working hard to help them through this difficult situation is vital. Simply explaining your role by saying, “I’m an advocate for you the home owner and I work on your behalf with your insurance company,” can shift the call dynamic immediately and melt your prospective customer’s buyer defenses.

As the opening moments of the call draw to a close, use simple statements and questions which solicit confirmations to move the caller into a pattern of positive answers. In sales these can be referred to as the yes ladder. Some of these questions include, "I am speaking with [enter name]… Are you the property owner (manager or renter are other options)? Where are you located? Is this the best callback number for you?"

It is key to learn with whom you are speaking and to identify his or her relationship (owner, manager, or renter) to the property as soon as possible. Identifying these roles and responsibilities will be important to managing future communications. Some information shared with a property manager may not be appropriate to share with a renter or lessee.

Rule #2: Ask Questions to Clarify the Solution

After you've successfully demonstrated empathy and you've led the client through a few simple and positive confirming questions, you can begin asking questions to help you clarify the client's loss situation. Asking clarifying questions results in several benefits including gaining validation you know what you are doing with the client, securing the job, and helping your team to be as prepared as possible upon entering the client situation.

There is an art and a science to asking questions during an initial client call:

- The art is continuing to weave empathy, assurance, and confidence throughout the conversation.
- The science is sifting through the emotions and other periphery details to get to the facts of the situation.

Focus on gathering the information you need to ensure the most positive outcomes for your business and for the client.

Key clarifying questions include:

- Do you know what's caused the problem?
- Where, when, and how did the problem originate?
- Is the problem on a first or second floor?
- How did you discover the problem?
- What concerns you most about the problem?

- Is there standing (or ponding) water? If so, how much and where did it come from?
- How many rooms, or how much space has been affected?
- Has the problem been resolved or is it ongoing? Do we need to send a plumber immediately to shut something off?

Asking these questions will not only give you the information you need, it will also help to boost your caller's confidence that they're speaking with someone who knows what they're doing.

Rule #3: Diffuse Any Objections

During the initial call it is important to provide opportunities for the client to ask as many questions as they need to in order feel comfortable with your services. You may also experience client objections along the way. Skillfully and effectively diffusing these objections and effectively answering their questions keeps the client from hanging up and calling other mitigation businesses.

Here are a few of the most common objections/questions clients present during calls and effective responses for diffusing them:

> **Q:** When can you get here?
>
> **A:** We can have a technician there within 45-minutes to an hour (Matt always uses this timeframe regardless of present location).
>
> **Q:** How much is this going to cost me?
>
> **A:** We are free (or - the best thing about us is that we are free). It's completely free for us to come out and assess your situation and let you know your options, there is no service call charge for this. If you hire us, we can work directly with your insurance company and bill them directly.
>
> **Q:** How long is this going to take?
>
> **A:** We will do everything in our power to get you back to your pre-loss state, to get things back to normal, as soon as possible. Depending on the scale of the loss, our work is typically completed within three to four days.

Remind the client that you are mitigation experts who specialize in problem-solving, which means your company can effectively lift the weight of managing his or her water-related losses and help return life to normal.

One theme Matt uses with clients is the idea of a backpack. When talking with potential customers, Matt includes comments such as "I take your problems and put them in my back pack and take on your worries & problems - Let me take care of this, we got you covered, we have a big backpack." This idea is great for building rapport and landing the job.

For insured clients, you will request that they have their policy on-hand and ready to review upon your arrival and you will help them fully understand what their policy covers and what options they have. For cash payers, explain your business's discounted cash pay rate. Never hold a customer hostage over pricing or payment, instead make it your focus to get there and help.

Rule #4: Take Control to Give Them Confidence in YOU

Now that you understand what clients are looking for – assurance and peace of mind – and you know how to meet those needs during an initial call – communicate empathy (we get it, we're sorry you're living through this, and we're here to help get things back to normal as soon as possible), listen, ask clarifying questions and demonstrate expertise, and diffuse objections – you're ready to take control of the situation.

Taking control of a client's situation is as easy as clearly defining the next steps before closing the initial call. Ending the call in this way will leave the client with a sense of confidence in your professionalism and your ability to mitigate the problem at hand.

Before you hang up, let the client know exactly what he or she can expect next. Here are a few possibilities:

- We will have a mitigation tech to [client address] within 45-minutes to an hour.
- In the next five minutes you will receive a text message from us including the technician's picture, contact information, and estimated time of arrival.
- Confirm the callback number.

This is your chance to show that your company is a well-oiled machine, more than capable of meeting the client's mitigation needs. And most importantly, it ensures that your business gets there, that you land the job. Don't allow poor communication or a lack of clear next steps to prompt the client to seek out another company. Instead, use the close of the call to present a clear plan, which leads to an appointment, which leads to revenue.

Rule #5: Get It Right on Site

Professionalism and excellent customer service obviously do not end with the initial call. Now that you're booked, it's time for the team to shine in person.

All technicians should look the part. From dress to attitude, team members should project professionalism and a calm and confident demeanor:

- Hold yourselves to the highest standards of etiquette.
- Ring the doorbell and wait.
- When you hear the door handle begin to rattle, put on your booties to cover your footwear. It's important for the client to see you making this effort.
- Always ask before passing through or opening a door.
- Be sure to take delicate care as you move through the site.

For some companies, the equipment is also a star in the show. From thermal imaging cameras to air filtration devices, equipment can be very expensive. It's important to educate clients on what is being used to restore losses and how it works to help.

Matt's crews also make it a point to ask if the equipment is positioned acceptably, and they tape down all power lines to ensure sites remain safe and the equipment continues to run.

Most importantly, once technicians are onsite they should communicate to the client exactly what will and will not happen. For example, water restoration typically involves breaking and drying, whereas another company will come in behind to handle rebuilding projects, laying carpet, or other construction needs. Connecting clients to the appropriate partners, such as plumbers, carpenters, and electricians, goes a long way in building relationships, acquiring leads, and generating new business.

Conclusion

Booking business has never been as easy as it is when your company employs the keys to successful call answering as we outlined above. All potential clients are looking for peace of mind and assurance.

As soon as you pick up the phone, you have an opportunity to set the tone for the entire conversation to follow. Projecting calmness and confidence will convince the client that he or she has called the right place and the search for a mitigation company is over.

Asking the right questions adds to client confidence while ensuring your team is as prepared as possible to effectively mitigate the client situation at hand. Implementing these call answering principles will increase and improve your ability to convert calls into jobs and revenue for your business.