

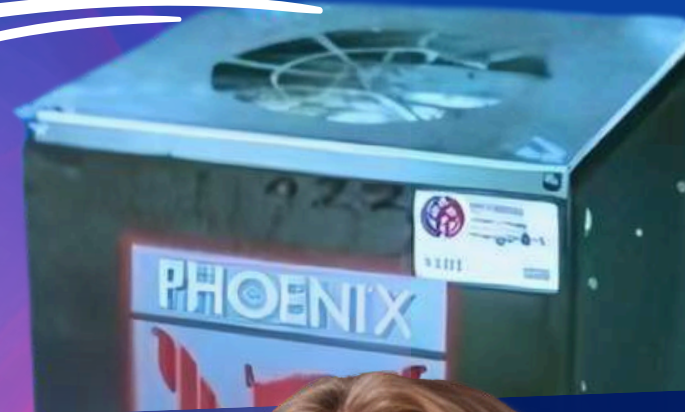
WINNING MORE COMMERCIAL RESTORATION WORK:

HOW BUSINESS DEVELOPMENT REPS AND ONLINE VISIBILITY WORK TOGETHER

PRESENTED BY
**CLINTON JAMES
& LEAH HANLON**



**WATER RESTORATION
MARKETING**





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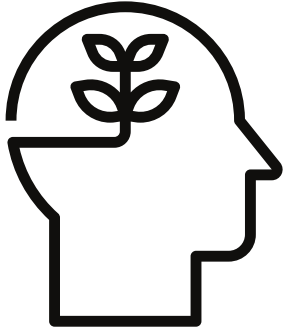
NEED YOUR ATTENTION PLEASE...

Silence all distractions

If you're serious about winning **commercial jobs**,

the next 45 minutes will give you the blueprint.

[WATERRESTORATIONMARKETING.COM/SCHEDULE](https://waterrestorationmarketing.com/schedule)



WHAT YOU'LL LEARN



- How to **hire & train** successful BDRs
- How to **stand out** in commercial sales.
- How your **online presence** makes reps more effective.
- Actionable strategies for **consistent commercial growth**.

WHY COMMERCIAL WORK MATTERS



- **Higher revenue, repeat jobs, and long-term accounts.**
- Example: One salesperson = **\$500K+** in annual commercial revenue.
- **Competitors** are already pursuing your properties.





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MEET YOUR HOST: CLINTON JAMES

- **CMO & Partner** of Water Restoration Marketing
- Expert in digital visibility: **SEO, GBP, LSAs.**
- Helps **restoration contractors** win more jobs through **online credibility.**

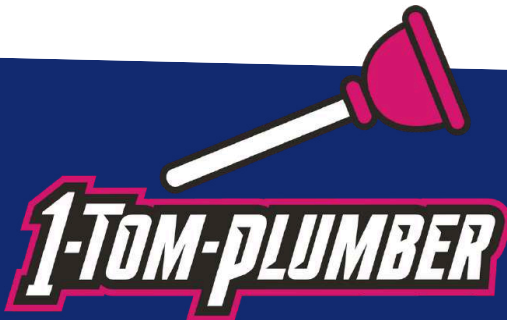


**CLINTON
JAMES**

**CHIEF MARKETING OFFICER
WATER RESTORATION MARKETING**

MEET YOUR CO-HOST: LEAH HANLON

- Franchise Sales & Business Development, **1-Tom-Plumber & Icon Property Rescue**
- **20+ years** of sales and marketing leadership.
- Specialist in **BDR** training and commercial growth strategies.



FRANCHISE SALES &
BUSINESS DEVELOPMENT





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BOOK A FREE STRATEGY CALL TODAY

WATERRESTORATIONMARKETING.COM/SCHEDULE

*Use the link or scan the QR Code to
schedule a call w/ Clinton to*

- Get a **FREE Audit** of your online presence
- Identify holes in your presence that are **costing you jobs**
- Get **actionable takeaways** how to fix them
- Learn how the **team** at Water Restoration Marketing Can **Help**

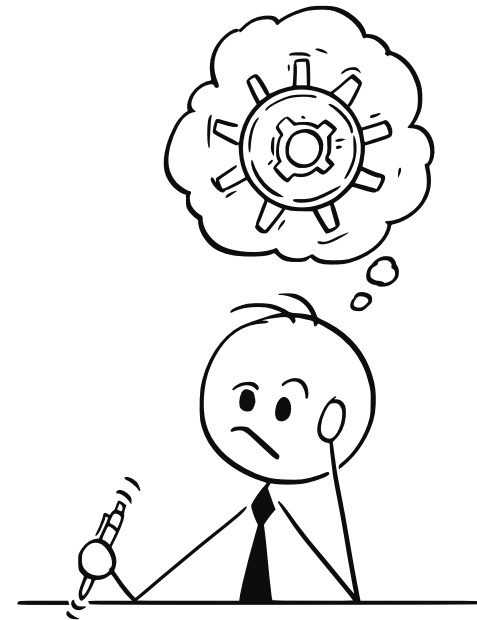




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THE CHALLENGE: B2B SALES IS HARD!

- How do you stay relevant?
- Differentiators: speed, professionalism, trust.
- BDRs are more than salespeople, they're customer service reps.



TRAITS OF A SUCCESSFUL BDR



- **Professionalism**, clean uniforms, branded, no jeans
- Communication, empathy, persistence
- Builds **KNOW, LIKE, TRUST** relationships





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BEST PRACTICES FOR BDR **SUCCESS**

- Never show up empty handed, bring value
- Options: industry info, VIP pricing, swag/snacks
- Host **Lunch & Learns** and **Breakfast Pitches**.
- Always ask for referrals + key contacts.

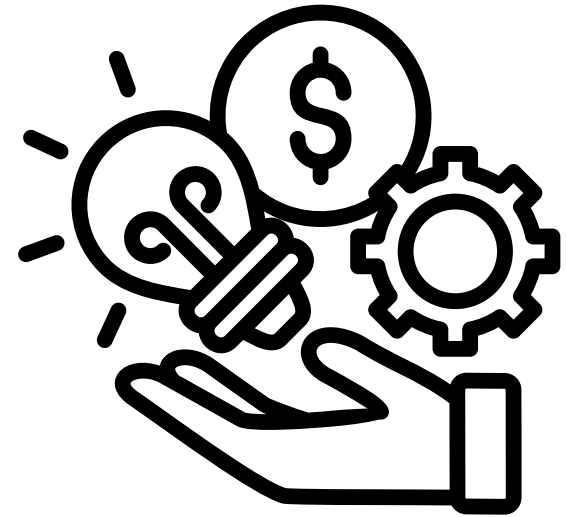




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BEING A TRUE RESOURCE

- Help clients beyond your core service
- “One-stop shop” advantage:
plumbing + restoration
- Become indispensable by
solving problems



EXPANDING YOUR REACH



Join & engage in industry organizations: **BOMA, IREM, IFMA.**



Consistent presence = visibility + opportunity.

WATERRESTORATIONMARKETING.COM/SCHEDULE



1-TOM-PLUMBER

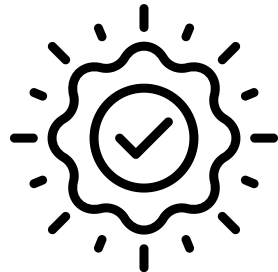


THE 1-TOM-PLUMBER ADVANTAGE

EMERGENCY PLUMBING THAT OPENS DOORS TO
COMMERCIAL RESTORATION WORK

- **Proven Playbook**

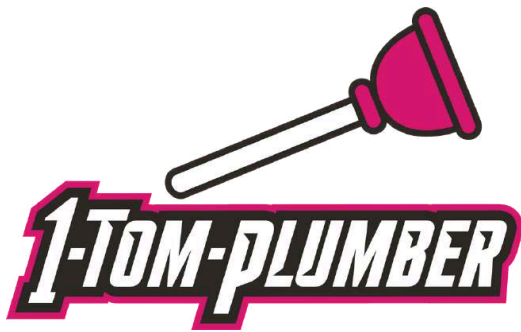
Emergency plumbing services provide an immediate way to get into properties, building relationships that lead to high-value restoration jobs



- **Brand Power from Day One**

The 1-Tom-Plumber name is trusted and recognizable, giving instant credibility with property managers

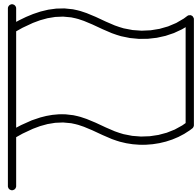




THE 1-TOM-PLUMBER ADVANTAGE

- **One-Stop Shop Advantage**

Plumbing + restoration creates a natural handoff from urgent fixes to long-term commercial restoration needs



- **Speed to Market**

With branding, technology, and systems already built, you go from launch to revenue-generating faster than if you started from scratch.



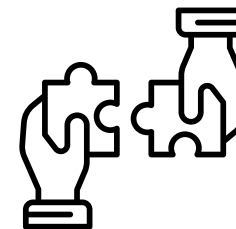
- **Built-In Support System**

Franchisees gain marketing, training, and operational support so they can scale commercial restoration faster



- **Buying Power & Partnerships**

Franchisees benefit from vendor relationships, negotiated pricing, and service advantages they wouldn't have access to independently.

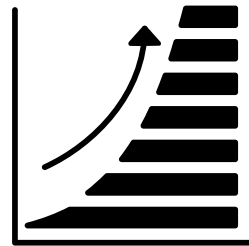




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**WORK WITH
LEAH HANLON**



**LEARN HOW
1-TOM-PLUMBER
HELPS RESTORATION
BUSINESSES SCALE**

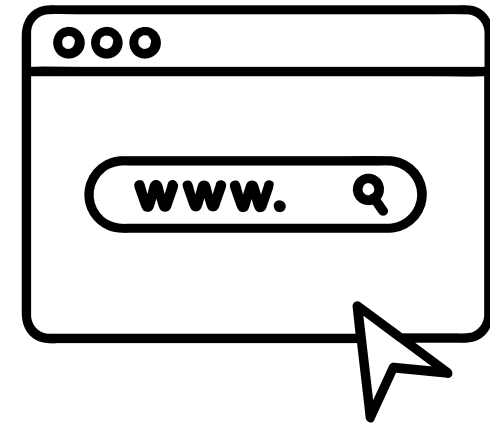


SCAN THE QR CODE



YOUR WEBSITE AS A CREDIBILITY CHECK

- Commercial decision-makers research before they respond.
- A polished, professional site is non-negotiable
- Highlight commercial services and industries served.





SHOWCASING YOUR BDRS ONLINE



- Feature bios/photos of your BDRs on your website.
- Highlight their role in building relationships.
- Post updates on social media to humanize your team.



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OPTIMIZING YOUR GOOGLE BUSINESS PROFILE (GBP)

- Fully filled out with services, photos, hours.
- List commercial services clearly
- GBP = your digital storefront for property managers.





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BUILDING A 5-STAR ONLINE REPUTATION

- Reviews validate your credibility.
- Aim for consistent, recent, 5-star reviews.
- Train BDRs to ask for reviews after projects.

FEATURING COMMERCIAL PROJECTS AS SOCIAL PROOF



- Highlight past commercial work on your website & GBP.
- Use case studies, project photos, testimonials.
- Show you already work with trusted commercial clients.





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SALES + MARKETING ALIGNMENT

- Sales builds relationships.
- Marketing builds trust at scale.
- Together they form a **commercial growth engine.**

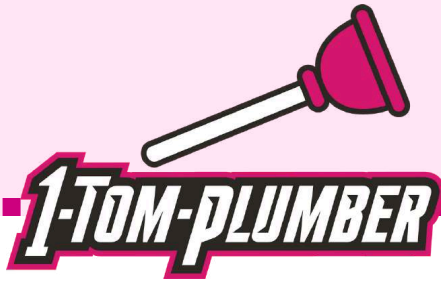




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KEY TAKEAWAYS

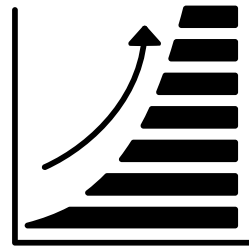
- Hire/train BDRs with the right skills.
- Differentiate through professionalism + consistency
- Use your digital presence to back up every outreach.
- Build a scalable system for long-term commercial wins.



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WORK WITH
LEAH HANLON



LEARN HOW
1-TOM-PLUMBER
HELPS RESTORATION
BUSINESSES SCALE



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WORK WITH **CLINTON**



**SCHEDULE YOUR
FREE **ONLINE**
VISIBILITY AUDIT**



**SCHEDULE YOUR FREE AUDIT & STRATEGY SESSION
SCAN THE QR CODE OR VISIT THE **LINK BELOW****

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YOUR QUESTIONS ANSWERED

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THANK YOU FOR JOINING



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