



Sales Script

Sun valley custom builders

Hi Tom, this is Ashley. How are you? Great to connect. Now you guys are in Lakeway, correct? And you build all over Houston, including the Woodlands I noticed!

I grew up in the Woodlands back when it was full of new development. So I've gotten to watch it grow like wildfire over the years before we moved out to Dallas.

Well thanks again for taking the time to hop on a quick call. I'd love to start out by learning a little bit more about your company and some of the needs you were mentioning over email.

Questions

You said the Woodlands is how you are primarily getting clients and I noticed that you're the only featured builder on there - tell me more about that!

Do you feel that method of lead gen is working well?

Are there any roadblocks you're running into when it comes to attracting the ideal buyer?

Who is your ideal buyer?

Your homes are very high-end- What do your homes typically sell for? (typically millions)

How many homes per year are you building currently?

Is the goal to continue building this many, or do you want to ratchet up at any point?

If scaling up - where do you want to be in number of homebuilds/revenue?

Why are you wanting to scale up to that level?

How would that impact your business?

(summarize details he gave and pain)

Would you like me to tell you about where I come into the homebuilding process?

My area of expertise is helping **homebuilders** attract more qualified buyers **through a tested and proven digital marketing system tailored to homebuilders**. We've worked with large and small builders, from intentionally-small custom builders that do about 5 houses per year to small volume that do about 40-60 all the way to fortune 500 like Pulte regional. So we've helped quite a spectrum get great success.

This system that I call the "homebuyer funnel" boils down to two main components: the first is building **websites** designed to attract and convert your ideal homebuyer, and the second is using **highly targeted Facebook advertising coupled with high-converting landing pages** to bring qualified homebuyers to your website and ultimately convert.

You said your site has produced record growth - can you tell me about the type of leads it attracts?

Do you get a lot of leads that love your homes but are looking to move to a location other than where you build?

Have you had experience with FB ads? Are you familiar with landing pages?

The reason why FB ads are so effective for homebuilders specifically is due to the micro targeting you're able to do. Facebook is a double edged sword - as a user we hate that they have so much information on us, but as a business it can be extremely effective in reaching highly specific buyers since it allows you to drill down to income level, geography, demographics, education, interests, family profile, occupation, the list goes on.

(tie back into how this helps solve pain)

And a note about why we're so successful for our clients with attracting qualified buyers, I have ex-Facebook employees working for me that oversee the success of all facebook campaigns and they are facebook masterminds when it comes to reaching your target audience and converting them. They are the best of the best and we're really proud of that.

Would you like me to give you a quick overview of our process in a little more detail?

Our process that we've found to be incredibly successful is first having a discussion about key metrics you would like to see out of the campaign. Once we're both aligned on goal and strategy, we start building a landing page designed to convert your ideal buyer profile to do what you want them to do (pick up the phone, email you, schedule a consultation). After that we start crafting the ad. We create 2 ad types and determine which is most effective for reaching your target, then once we narrow the most effective one we run that and measure the metrics and report and optimize those metrics month after month. All metrics are trackable and we are completely data-driven, so all calls or emails that come through landing pages are tracked and reported each month.

Everything is approved by you and we keep the control as much in your hands as possible.

Do you have any questions about the process so far?

PRICE

My **Lead Generation process** is a flat fee of \$2000/mo plus ad spend (which just means the amount of money a client chooses to spend on running ads). This price is for ad spends under 2000 per month, but generally speaking staying under 2000 we find is more than enough to work with to get great results. (*Do you think you guys would be spending over 2000 per month? Between 2000 and 5000 is 2400/mo*). This includes landing page creation and development, ad design, copywriting, and creation and full management of the advertising campaign to make sure it's consistently producing healthy ROI each month.

Would you also like to know about the website piece as well? I wasn't sure if you guys were in the market for that or not

So my websites start at \$1800 for a one-page site and go up from there on the amount of pages and complexity the site needs. I work very closely with my clients and do everything I can to fit all their requirements into the budget that they are comfortable working within.

Everything is trackable, everything is measurable - focusing on client ROI as most important.

So id love to hear your thoughts on all this!

SIDE NOTE ***DO NOT bully anyone into closing. I found a no-pressure approach made me look more valuable because it didn't appear I was desperate for business. Instead of bullying or pressuring on a call, if the answer wasn't yes, I would continue to follow up with them and check in via email to see where they were at or how I could help them. I would even offer to refer them business for nothing in return, just to show good will.