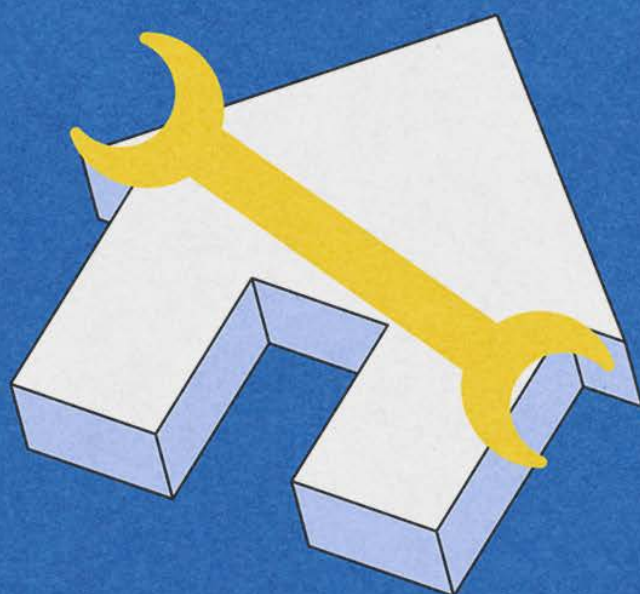


THE EXACT BLUEPRINT THAT DROVE \$100M+ IN TRADE SALES

THE ONE-MEETING CLOSE BLUEPRINT



M O E A B B A S

HOW THE TOP 1% OF HOME SERVICES
SALES REPS CLOSE ON THE SPOT

The One-Meeting Close

*How to close high-ticket
home services in a single visit.*

Moe Abbas

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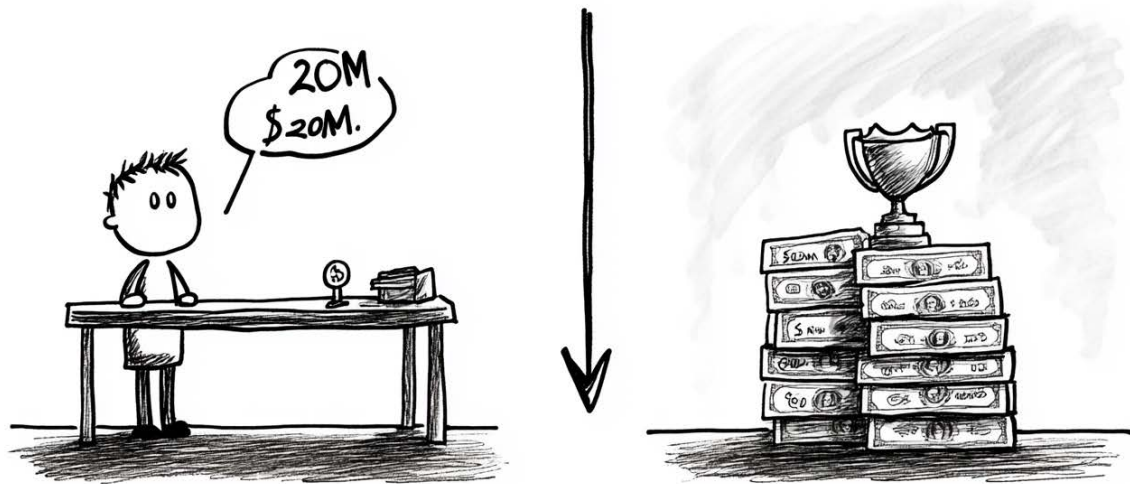
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Section I: The Wake-Up Call

My Story: From Basement Beans to \$20M



Transformation.

I came home exhausted.

My shirt was soaked through. My back hurt. I smelled like shingles and sweat and the inside of a hot truck.

The sun was down. Dinner was cold. My wife was upstairs putting the baby to bed.

I kissed the toddler on the head, dropped my bag, and opened my laptop. Not because I wanted to. Because I had to.

Another quote sent. Another one ghosted.

Two days earlier, I had walked a job I thought I had locked. Client was nodding, smiling, practically giddy. Said I was their favorite. Said I “just got it.”

And then? Nothing.

I followed up once. Then again.

Then this morning, I got the message: they went with someone else.

A competitor.

Charging 40% more.

I stared at the screen like it owed me an apology. The estimate I sent was clean. Thoughtful. I had measured every inch, priced it fair, detailed it down to the last screw.

It took me two days juggling crews, toddlers, invoices, callbacks, and it slipped through my fingers like sawdust.

My stomach growled. I hadn't eaten.

I found a can of beans in the back of the cupboard. No heat. No plate. Just a bent spoon.

I sat at the kitchen counter, lit by the blue glow of my screen, clicking through unpaid invoices, chewing cold beans like they were my penance.

The baby started crying upstairs.

The floor creaked.

She walked down halfway, tired eyes, hair in a messy bun.

"Moe... you coming up?"

I looked up, holding the can like a confession. "Yeah. Just finishing up."

She didn't say anything.

She looked at the beans.

Then at me and then back at the beans.

Back at me.

Nothing.

That silence? It split me in two.

She didn't have to say it.

The look in her eyes said everything:

This isn't working.

That was the moment. Not the client. Not the job. Not the ghosted email.

It was her. Looking at a man she loved

And not recognizing him.

I turned back to the laptop and opened the email thread.

Then I picked up the phone.

"Hey totally respect your decision. Just trying to learn. What made you choose them?"

They didn't miss a beat.

"Honestly? The design package. It just blew us away. We could *see* it. It felt real."

They sent it over.

When I opened it

My jaw clenched.

It wasn't a quote. It was a story.

Renderings. Room-by-room layouts. Click-to-sign scope. It looked like something from a showroom, not a spreadsheet.

They didn't sell with numbers. They sold with vision.

And they got paid for it.

Just a small design deposit. But it was enough. That tiny yes gave them all the leverage.

They didn't win on price. They won on momentum.

WHAT I DID VS. WHAT THEY DID

What I Did:

- Sent a quote
- Waited
- Relied on rapport
- Tried to be thorough

What They Did:

- Told a story
- Guided the next step
- Sold the dream
- Made it feel real

Lesson: They didn't close harder. They closed earlier, with clarity.

That night, I made a decision:

Never again would I leave a home without a commitment.

Even if it was small. Even if it was just the design.

But what I didn't realize yet...

Was that doing it myself would be hard but,

Teaching others to do it would nearly break everything.

I didn't know it then, but I had just stepped onto a different path. One where I'd have to unlearn everything that got me this far.

This book isn't about what happened next. Not yet.

You'll see.

But if you've ever come home drained, barely holding it together, trying to fake calm while everything feels like it's cracking

If you've ever done everything right and still lost the job

If you've ever felt like the person holding the family together.. was quietly falling apart

Then keep reading.

This isn't a book of quotes.

It's the system I built from that kitchen counter, beans in hand, heart in my throat.

And when you see how it works

You'll understand how we went from that kitchen counter to a company doing over \$20 million a year.

How I got my freedom back.

How I made every soccer game, every Friday dinner, and every school play while the business ran without me.

It didn't happen overnight.

But it started here. - This is where the One Meeting Close (OMC) started.

And when you see how it works. -You'll never chase a maybe again.—



The \$92K Week That Changed Everything

What you're about to read cost us ninety-two grand in seven days.

Wednesday, 5:04 p.m. , Marcus texts me:

"Storm job ghosted. Couple's 'thinking about it.'"

Thursday, 9:12 a.m. , Dylan emails:

"Retired couple went with faster installer. Lost \$16K."

By Friday, we'd watched four first-visit 'maybes' evaporate.

Labor sat idle. Trucks stayed parked. Crew morale? In the gutter.

Total damage? \$92,000 in profit, gone before lunch.

I could've blamed the leads. I could've blamed the market.

But the truth stared back at me:

We left the cash on the kitchen table and walked out.

WHERE THIS BOOK TAKES YOU

Here's what happened next: we didn't just fix it. We built something bulletproof.

- Our reps were closing at 48% on the first visit.
- Our crews booked out 14 weeks in advance.
- No chasing. No ghosting. No "we'll think about it."
- We had signed jobs, scheduled installs, and predictable profit.

We scaled from \$3M to \$10M. Then to \$20M.

Not because we hired unicorns. Because we installed a closing system.

That's what this book gives you: the exact 8-step process, built in the field, battle-tested, and backed by over 12,000 real sales meetings, that turns chaos into clarity and quotes into closed deals.

If you run a team, this playbook show you how to scale a sales culture that closes in the home.

If you're in the field, it'll show you how to win in one visit, without pressure, gimmicks, or discounts.

This isn't a theory. This is what the top 1% are doing.

Let's prove it.

WHAT THIS BOOK WILL DO FOR YOU

Below are figures from 12,481 meetings tracked by SalesAsk AI after implementing the OMC

Close Rate:	23%	38%
Average Ticket	\$8,700	\$10,300
Follow-Ups per Deal:	3-7	0-1

WHY YOU'RE LOSING (IT'S NOT LEADS)

Every time you leave a home without a signature:

- The homeowner shops.
- You lose control.
- Margin bleeds, fast.

Harvard data says the odds of closing drop 52% after 24 hours.

SalesAsk data shows it is worse.

73% of “think-about-its” never sign at all. In other words if you don’t do OMC’s your close rate potential could be capped at 27%.

DYLAN’S \$16K WALK-AWAY

Hamilton, Ontario.

Retired couple. Fixed income. Ready to move fast.

Dylan nailed the consult. Measured everything. Explained energy savings. Left them a tidy folder with a smile.

Three days later: “Sorry, another company could install sooner.”

Lesson: Hesitation didn’t kill the deal. The exit did.

ENTER THE 90-MINUTE CLOSE ENGINE

Eight moves. One visit. No discounts. No pressure.

Used by the top 1% of reps to close high-ticket projects the same day or next day. It's built around getting the close when momentum is high.

Preview:

- Pre-Frame the **Yes** before you drive over.
- Spark Trust in 30 seconds flat.
- Surface Pain until urgency is obvious.
- Future-Pace the dream outcome.
- Price Live, good / better / best.
- Ask Early, Ask Calm.
- Sign Now, Schedule Fast.
- Seed Referrals while the ink dries.

WHAT TO DO NEXT

Turn the page.

Steal the system. Great artists steal - Picasso

Try it on your very next visit.

Prove it this week, then scale it over the next 90 days.

Ready?

Let's plug the leak and print some margin.

What's In It for Me?

In one word: trust.

I'm giving you *The One-Meeting Close*, the entire system, the playbook, the scripts, the psychology, for free.

Not because it isn't valuable.

But because the right system shouldn't be a secret it should be standard.

The real cost of keeping this locked up is watching thousands of sales reps miss deals they could've closed. That slows down the business. That slows down the whole industry.

The truth? I don't make money from this book.

I make money when companies like yours implement what's inside and then use SalesAsk to make it stick.

Let me show you how.

Why Give This Away?

Because the system only works when it's followed.

And most reps don't follow it not because they don't want to, but because they forget. They get distracted. They wing it. They fall back into bad habits. - just like clients. That's where *SalesAsk* comes in.

It listens to in person sales meetings between your reps and clients. It tells you if the rep pre-framed the close, anchored the value, asked the right questions, and actually asked for the job. It shows where the sale was won or lost. It then uses AI to coach them on the same level a championship

coach would with specific feedback to improve. It lets you scale your sales without more leads.

No more guessing. No more maybes. No more ride alongs. Just truth. Coaching. Growth.

My Business Model Is Simple

1. Give away the blueprint that top reps use to close 40–70% of their jobs on the first visit.
2. Show trades companies how to install this process across their teams.
3. Let *SalesAsk* prove it works by tracking, scoring, and coaching every meeting.
4. Build long-term relationships with companies that want to scale using real data, not gut feel.

The system is free. The implementation is free. The value is real.

If you win with it, we win too.

Who Am I Looking to Help?

| If you own or lead a home service- or improvement company, HVAC, roofing, kitchens, windows, landscaping, solar, or remodelling and you're tired of seeing reps walk out without the close, this is for you.

If you manage a sales team and want a simple, proven way to raise close rates, boost ticket size, and remove the guesswork from coaching this system was built for you.

If you're a rep who wants to win more, faster and not chase follow-ups, discounts, or "maybes" this gives you a playbook and a path to become a top 1% closer.

This isn't theory. This is what the best reps in the industry are doing and now it's yours.

Use it. Track it. Let SalesAsk help you scale it.



Why One Meeting Closing Matters More Than Ever

If you implement this system, and verify it with SalesAsk, here's what typically happens:

- Close rates go from **23% → 42-58%**
- Average job size increases from **15-30%**
- Time to close drops from **weeks to hours**
- Margins rise because discounts disappear

And if you're still relying on follow-ups, you're bleeding margin without realizing it. This system plugs the leak. **SalesAsk keeps it airtight.**

STOP LOSING \$8,000 A VISIT PLUG THE BIGGEST MARGIN HOLE IN YOUR BUSINESS

One sentence cost a crew their whole week:

“We’ll think about it.”

That harmless line emptied four days of install slots, burned payroll, and strangled cash flow, all before the rep hit the driveway.

THE REAL COST OF A MAYBE

When a first-visit deal slips, here’s the average fallout:

- **Idle labor:** 2 techs × 3 days = \$2,400
- **Truck & fuel:** \$310
- **Lost gross profit on job:** \$4,800
- **Manager follow-up time:** 1 hr admin + 2 hrs field = \$180
- **Morale/opportunity cost:** incalculable (but you feel it every Friday)

Total hit: ~\$8,000 per blown visit.

Multiply that by the 10–15 quotes your team leaves hanging each month? You’re looking at a six-figure drain.

HIDDEN MARGIN LEAKS MOST OWNERS MISS

It’s not just about the one job. It’s the aftershock:

- **Fuel & reroutes:** follow-up trips add 18% more miles per crew
- **Schedule gaps:** create chaos, overtime, and late installs
- **Discount creep:** reps slash prices to revive cold leads, margin drops 5–12%

- **Cash flow lag:** no deposit means you're floating materials and payroll
- **Headspace tax:** managers babysit maybes instead of coaching closers

Here's the bottom line:

Follow-up isn't courteous, it's expensive.

MICRO-CASE: CREW WEEK VS. CLOSE NOW

Close on the Spot:	Quote & Chase:
Revenue \$18,500	Revenue \$0 (this week)
Costs \$11,100	Costs \$3,190 (overhead)
Profit \$7,400	Profit -\$3,190

Same rep. Same house. Different outcome.

The difference? A decision was made in the home.

ACTION STEP: 10-MINUTE MARGIN AUDIT

1. Pull last week's unsold first-visit quotes.
2. Calculate gross profit per job you didn't close.
3. Add truck idle time + paid crew hours.
4. Divide by total visits.

That's your **Margin Hole \$/Visit**.

Write it on the whiteboard. Watch how fast your team buys in when they *feel* the leak.



Coach Cue: Review this number every Monday stand-up. Turn pain into progress.

IF YOU'RE NOT HERE TO CLOSE, YOU'RE WASTING EVERYONE'S TIME

Most reps show up to present. Top reps show up to finish the job.

The problem? Reps are taught to connect, quote, and follow up. They hear statements such as these:

- "Follow-up is part of the process."
- "Giving time to think is respectful."
- "Asking too soon is pushy."

Here's the truth: Waiting doesn't help the customer. It kills momentum.

When the customer says "We need to think about it," what they really mean is this: "I'm not confident yet."

Your job is to create that confidence, now while:

- The pain is fresh
- The need is clear
- The solution is right in front of them

THE POWER OF THE FIRST MEETING

SalesAsk reviewed 12,481 in-home meetings.

73% of deals that don't close on the first visit... never close.

Why? Because that first visit is when:

- Trust is highest
- Focus is sharpest
- Buying energy is real

Wait a day? Urgency fades.

Wait a week? They've shopped.

Two weeks? It's gone.

THE CLOSE HAPPENS IN THE HOME. OR IT DOESN'T HAPPEN AT ALL.

Every time you leave the kitchen table without a signature, the world rushes in:

- The neighbor wanders over with a "friend-of-a-friend who does it cheaper."
- YouTube serves DIY fix-it videos while the homeowner sips their coffee.
- A competitor cold-texts: "Got a minute? We beat quotes."

You don't lose most jobs on price; **you lose them on *timing*.**

The clock starts shredding margin the second you walk to the truck.

In the trades, closing isn't about pressure, it's about **precision, timing, and certainty.**

THE HARD NUMBERS, WHY SPEED WINS

- **78%** of homeowners hire the first contractor who delivers a clear proposal in person , *HomeAdvisor 2024*
- **55%** drop in close rate when more than 24 hours pass between quote and ask , *Modernize 2023*
- **51.9%** close rate on first-visit asks vs. **23.6%** on delayed follow-up
SalesAsk 2025, 12,481 meetings

Translation: The faster you guide the decision, the less room there is for doubt, and competitors.



Same. Real Results.

THREE STORIES THAT PROVE YOU CAN'T QUOTE YOUR WAY TO THE TOP

These aren't hypotheticals. These are real reps, real jobs, real data, each in different trades, each showing what happens when you follow the 8 steps and close in the home.

Nate

HVAC Retrofits, Denver

Nate and Carlos ran the same calls. Same trucks. Same neighborhoods.

Nate brought in \$250K. Carlos did \$750K.

Carlos didn't pitch repairs. He sold peace of mind.

Here's how:

- He pre-framed the visit with a confirmation text that mentioned replacement options.
- When he arrived, he opened with a 30-second trust statement.
- He asked, "What would peace of mind look like this summer?"
- He surfaced urgency by asking about previous breakdowns.
- He built three live packages: repair, replace, upgrade.
- He did a inspection and always found more work to upsell.
- Then he calmly asked:

"If the right fit is here, want to handle it today while we're already on-site?"

Same house. Same need. Nate quoted. Carlos closed.

Camille

Pool Renovations, Orlando

Camille used to wait 17 days to close a deal. Now she closes \$36K jobs in under two hours using the system.

- She pre-framed the visit by telling clients they'd have full options ready.
- She entered the home, thanked them for their time, and explained the flow.
- She uncovered pain: the couple had hosted a party last year and were embarrassed by their backyard.
- She future-paced: "Next summer, what would it feel like to have this done?"
- She presented three packages with visual renderings and scoped timelines.
- Then she asked:

"If we get this booked today, we can lock in your materials and save you four weeks so you can host this season."

They signed. Then sent two referrals.

Camille didn't push. She followed the playbook.

Rachel

Windows & Doors, Richmond

Rachel walked into a home with three quotes already on the kitchen table.

She didn't fold. She followed the process:

- She pre-framed expectations in the confirmation call: "Most of our clients choose one of our options the same day."
- She built instant trust by complimenting their trim work and walking the layout with purpose.
- She asked: "Are you noticing drafts in specific rooms, or is it the noise that's bothering you more?"
- She anchored urgency: "Energy costs are rising again next quarter."
- Then she laid out three packages and said: "This is what you'll see for the next 15 years. Do you want basic? Or something that actually fits the home you've built?"
- She then negotiated the the premium option down in exchange for a commitment.

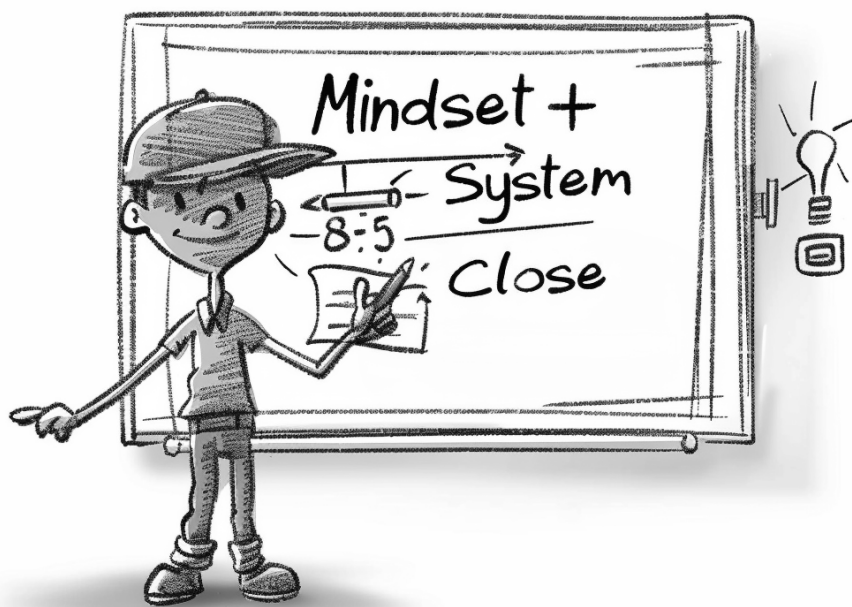
They signed that day.

Rachel didn't compete. She guided.

And that's the difference between quoting and closing.

SALESASK PATTERN SCAN

- **Ask Window Sweet Spot:** 70–90 minutes → 3.9× higher win rate
- **“Maybe-Words” Tax:** Each extra “maybe,” “if you’d like,” or “think about it” → 4–6% drop in close rate
- **Urgency-First Framing:** Reps who lead with timeline or pain close 2.4× more deals



Section II: The 8-Step Close System

Introduction to the System

BLUEPRINT PREVIEW YOUR NEXT EIGHT MOVES

In the trades, closing isn't about charisma or pressure. it's about a process. A sequence that turns skeptical homeowners into signed jobs in under 90 minutes.

Not theory. Not fluff.

Just what works, every time, when done right.

Part 4 will show you how top reps think. And, you'll see exactly what they do.

Here are the eight steps to closing in one meeting:

1. Pre-Frame the mission before you pull into the driveway.
2. Build instant trust in the first 30 seconds.
3. Surface the pain until urgency is undeniable.
4. Future-Pace the (dream) outcome.
5. Present the options with a three-tier anchor.
6. Ask for the close early and calmly.
7. Get the signature Fast.
8. Cement the commitment while the pen's still warm.

No hard sell. No discount spiral.

Just a guided decision in one meeting.

These are the steps we will teach you, but first lets continue our origin story.

FROM BURNOUT TO BLUEPRINT:

HOW THE ONE-MEETING CLOSE WAS BORN

By the time we hit \$2M, I thought we were winning.

The phones were ringing. The crews were booked. The jobs were flowing.

But under the surface, everything was cracking.

We grew fast. We pushed hard. And by the time we hit \$3M, I had built out a real operation, full-time staff, multiple crews, marketing budget, admin support. The overhead was real.

But the sales weren't consistent. The deals weren't closing fast enough. And now I wasn't just hustling, I was exposed.

To support the infrastructure we had built, we needed to be pushing closer to \$5M.

Instead, we were stuck. Floating somewhere between survival and bankruptcy. And every time a rep walked out without a signature, that gap widened.

I had hired a handful of reps, good people. Sharp. Hungry.

I gave them leads. I gave them support. I gave them my trust.

And every week, I'd hear the same thing:

"They just needed to think about it."

"The spouse wasn't home."

"They really liked me, I think it's going to close."

But it didn't. They could not create the same buying momentum that I was able to.

And I had no way to prove it. No way to coach it.

Because the truth was, I hadn't built a system.

I was winging it. And now, they were too.

We were quoting, not closing. Bleeding margin, eroding confidence - Exactly the thing that stopped me when I started

Every sales meeting turned into a therapy session. Me, standing in front of the team in our back office, coffee half-cold, crew chatter bleeding through the wall, trying to dissect what happened in a house I wasn't in, with a rep who didn't record it, and a prospect we'd never hear from again.

My wife could feel it, too because work never ended at 5

I was always tense. Always angry. Snapping at things that didn't matter. Pacing at night. Checking emails during dinner. Pretending I was "just handling something."

She didn't say it directly, but I saw it in her eyes:

This business was supposed to give us freedom. But it was taking more than it gave.

Then one day, a contractor friend handed me a free ticket.

Tony Robbins. Business Mastery. Palm Beach.

"A self help coach, really Tom?" I said skeptical. "Trust me, this guy is a game changer and worst case you in Palm Beach for a few days" he responded.

I didn't go to grow. I went to escape.

The ballroom was humid and electric. 2,000 people were packed in, high ceilings, palm trees swaying outside, bass shaking the carpet.

Tony stormed the stage like a thunderclap in a T-shirt and jeans. Shouting. Sweating. Pacing like a lion unleashed.

Then he stopped and looked into our section, right into me, I swear, and said:

**“YOU THINK YOU HAVE A BUSINESS, BUT YOU REALLY HAVE A
JOB THAT OWNS YOU!”**

Then he leaned in even harder:

“A real business is a system that runs without you. If you’re the engine, you don’t own a business, you are the business.”

I froze.

Chest tight. Eyes burning.

Because it wasn’t just a line, it was a mirror.

I was the dealmaker, the sales manager, the coach, the cleaner, the closer.

Everything flowed through me.

And I was drowning in it.

That night, back in the hotel room, I opened my laptop.

The screen glowed against the dark.

I wrote one sentence in all caps:

**WHAT’S INSTINCT TO ME MUST BECOME
OBVIOUS TO EVERYONE ELSE.**

And then I started typing.

Everything I had ever said in the field. Everything I wished my reps had done. Everything I knew worked, but had never been documented.

I wrote until 3 a.m.

What came out wasn’t a script. It wasn’t a pitch deck. It was a sequence. A system. A playbook

I didn't know it yet, but I was writing the One-Meeting Close system to help my reps create buying momentum, every time

Built from exhaustion. Sharpened by failure. Fueled by the belief that you shouldn't have to chase maybes to build a great business.

What came next wasn't perfect.

But it was real.

And over time, we refined it. Rep by rep. Meeting by meeting. Data point by data point.

This isn't a theory. It's a weapon I forged over more than a decade, on job sites, in sales meetings, through trial, failure, and fight.

It's been proven in multiple markets, across different teams, in real-world chaos, not some controlled coaching lab.

It scaled me from hustle to freedom.

From a \$3M grind to a \$20M machine that no longer relied on me to function.

And it's not just my story. It's backed by over 12,481 recorded, scored, and analyzed sales meetings inside SalesAsk, the AI engine built to turn this playbook into a repeatable system.

What you're about to get isn't a script.

It's the machine that built my freedom.

Let's break it down, step by step, but first let's see if your ready.



The Importance of Your Mindset

How the best reps think, move, and win, before they ever pitch.

You've heard the mindset. Now here's how the elite actually show up.

This is what separates the rep who quotes and hopes from the one who walks out with a signature and a booked install.

THEY SEE THE CLOSE AS THE STANDARD

Top reps walk in expecting the yes, every time.

They lead with clarity, conviction, and a game plan.

Their mantra:

"If I don't close today, I didn't do my job."

And guess what? The customer feels it.

That belief becomes structure. That structure becomes momentum.

And the deal becomes inevitable.

THEY OWN THE OUTCOME

Average reps blame leads. Or price. Or timing.

Top closers say:

- “I didn’t create enough clarity.”
- “I didn’t isolate the real objection.”
- “I didn’t lead them to a confident decision.”

Ownership is the unlock.

Control > excuses.

THEY TRAIN LIKE PROS

Top closers don’t wait for training. They self-train daily.

- Watch their own call recordings
- Role-play objections
- Ask for feedback
- Study elite closers
- Read obsessively

They treat sales like a craft, not a job.

Rule:

Skills pay the bills, sharpen them every day.

THEY CONTROL THE CONVERSATION

They never wing it.

They guide.

- Set the agenda early
- Use trial closes to test readiness

- Surface objections before they surface themselves

They know:

“Let me think about it” isn’t rejection, it’s a signal.

They don’t fear it. They solve it.

THEY BRING THE ENERGY

Not hype. Presence.

They smile, stand tall, and speak with belief.

They understand:

Confidence transfers.

And customers follow certainty, not pressure.

BEYOND THE BASICS , ADVANCED MINDSET KEYS

Here is what the very best do.

- **Rigorous Prep:** Research homeowner, comps, likely objections before knocking.
- **Service-First Lens:** Every move framed as helping the customer win, not chasing quota.
- **Micro-Adaptability:** Read personality cues in seconds; adjust tone, pace, body language on the fly.
- **Math-Driven Confidence:** Track personal KPIs, talk-time percentage, ask ratio, objection hit-rate, and course-correct weekly.
- **Resilience Rituals:** One loss → immediate debrief, lesson logged, mindset reset. No mental hangovers.

- **Integrity Over Everything:** Promise only what can be delivered. Credibility compounds into referrals.
- **Morning Reps:** Role-play or mindset audio every day before the first call.
- **Abundance Perspective:** Believe there's enough business. Scarcity never dictates discounts or desperation.

Quick Win: Pick one advanced key. Track it for the next 5 appointments. Review the impact Friday.

THIS MINDSET STARTS AT THE TOP

The One-Meeting Close isn't a script, it's a belief system.

If leadership doubts closing in one visit, the crew will too.

Model it. Prove it. Live it.

THE CLOSER'S CODE , WHAT THE TOP 1% BELIEVE

- The first visit is the best visit. Trust, pain, momentum, lose any, lose the deal.
- **Follow-up is the tax for not closing the first time.** Every "I'll think about it" adds hours and risk.
- If you don't ask, you didn't do your job. You're there to solve and decide, not quote and hope.
- "Think about it" = "I'm not confident yet." Your job is to give certainty while the need is alive.
- Confusion kills. Confidence closes. Make the path simple, clear, and actionable.

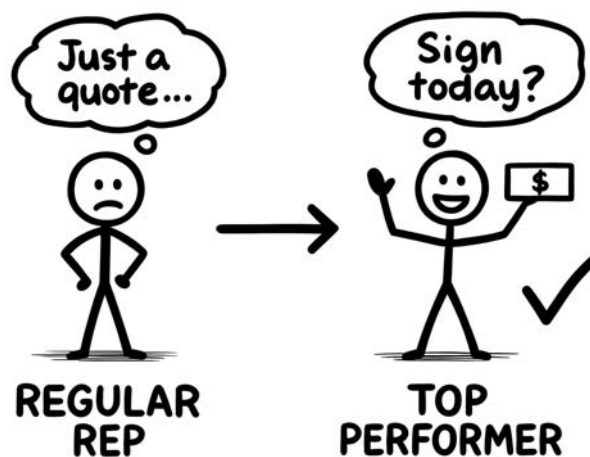
- Service means finishing today. Closing isn't pressure, it's leadership.



Coach Cue: When a deal stalls, ask your rep: “Which part of the the Code did we break?”

Now that you know **WHY** the OMC let's get into the actual playbook and show you **HOW**.

The OMC Playbook - An 8 Step guide to creating buying momentum.



Pre-frame the mission

STEP 1: PRE-FRAME THE MISSION , BEFORE YOU EVER SHOW UP

Goal: Set the tone before the door even opens. Done right, it happens during booking, confirmations, and reminders, not just after you knock.

Why This Matters

Most homeowners expect a quote, not a decision.

They enter the meeting thinking:

“This is just to get a price.”

“We’re not buying today.”

“We’re still comparing.”

If you let that frame stick, you’re already behind.

Pre-framing isn’t about pressuring the client.

It’s about planting the idea that this visit could bring clarity, and maybe even closure.

Let them imagine that *today* might be the day they solve it.

If you push too hard, you trigger defenses. But if you frame it just right?

They’ll arrive open. Curious. Ready to engage.

Backed by Research

- People are 3x more likely to take action if they believe the moment is rare, important, or limited. *(Cialdini, Pre-Suasion)*
- The first person to define “what this meeting is” wins control of how it’s interpreted. *(Oren Klaff, Pitch Anything)*
- Decision momentum starts before options are even presented. *(Kahneman, Thinking Fast and Slow)*

TRADE-TESTED SCRIPTS , SOFT FRAMING

Text Confirmation:

“Hi [Name], this is [Rep] with [Company]. We’re all set for [Time] tomorrow. I’ll walk you through the options, help you make the best call for your home, and if it makes sense, we’ll get things moving from there.”

Booking Call:

“We don’t just give quotes, we help homeowners make confident decisions based on their home, timeline, and budget. If it feels right, we often get the next step handled in one visit.”

Night-Before Reminder:

“Looking forward to our walkthrough tomorrow. Most of our clients get everything they need in one visit, and if it’s a good fit, we’ll take care of the next steps from there.”

TRADE-SPECIFIC EXAMPLES

Windows/Siding:

“Most of our clients make a confident decision the same day, especially with energy rebates set to expire.”

HVAC:

“We typically help clients make the right decision, so they’re not left sweating or waiting for parts to show up.”

Roofing:

“With materials and pricing shifting weekly, it’s often best to lock things in during the visit if the plan looks right.”

WHAT NOT TO SAY

- “We’ll just give you a quote.”
- “No pressure, take your time.”
- “We’re just there to look around.”

These kill your frame. They signal: “I’m here to talk, not to help you decide.”

WHAT THE TOP 1% DO

They pre-frame every visit like a pro.

They position themselves as advisors, not quote machines. They make decisions feel possible, not pressured.

They understand:

You're not there to harvest the yes, you're there to plant it.

Here's how top reps explain it:

"Most people waste time collecting quotes. Our job is to help you understand what's possible, show you exactly what it would take, and, if it's the right fit, help you move forward without delay."

This step is subtle, but it's powerful.

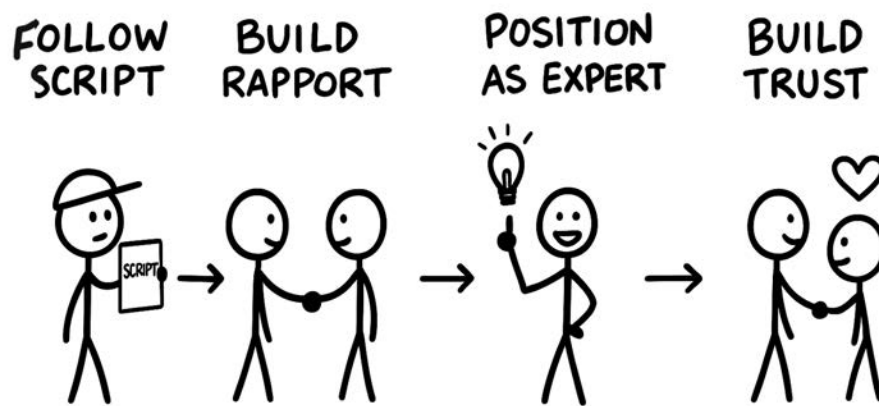
You don't need to hard-sell.

You just need to shape the frame before you even knock.

Done right, the homeowner will be expecting value, and maybe, just maybe, already leaning toward yes.

This is a script you should have nailed down because you will never get an objection on it.

Counter - There is no counter to a pre frame because if done right, there is no downside. You are only suggesting that if they find everything they need, we can look at the next steps - which may involve a close. You are not actually asking for a commitment at this stage, just helping them imagine the next steps with you.



Build Instant Trust

STEP 2: BUILD INSTANT TRUST WITH THE ENTRY SCRIPT

Goal: Lower defenses within 30 seconds of stepping into the home.

Why This Works

The way you start the visit sets the tone for the close.

If you sound unsure, casual, or overly salesy, you'll trigger skepticism.

But if you show up with warmth, confidence, and structure?

You earn permission to guide the rest of the conversation.

Top reps lead like pros before they ever pitch.

What to Say

"Thanks for having me out. I know your time is valuable, so I'll keep this tight. I'll walk you through some options, take a look at the home, and if it everything makes sense, we can look at your preferred start dates to see if they are available, sounds good?"

Why it works:

- Signals respect for their time
- Sets a clear, confident agenda
- Creates a permission-based path to the close

TRADE-SPECIFIC ENTRY SCRIPTS

Windows & Doors:

“I’ll take a look at the layout, show you what others are doing to improve insulation and security, and if it feels like a fit, we’ll show you how to move forward.”

Roofing:

“I’ll walk the property, show you what materials make the most sense for your roof’s pitch and exposure, and if it all checks out, we’ll get you set up with a clear next step.”

HVAC:

“Let’s look at what’s going on with your system, I’ll walk you through replacement vs repair costs, and if we land on a solution, we’ll help get the project moving.”

COMMON MISTAKES REPS MAKE

- Sounding unsure: “I think we’ll probably... um... look around and maybe give you some options.”
- Over-selling too early: “You’re going to love this, it’s the best on the market.”
- No structure: “So... what are you thinking?”

These trigger doubt, not trust.

Bad start = bad close.

Position Yourself as the Expert

Authority + Novel Insight = Instant Credibility

Neuroscience shows the brain gives more weight to information that is **both authoritative and surprising** (Loewenstein, *Information-Gap Theory*, 1994). When you teach the homeowner one specific fact they didn't know, especially about *their* house or neighborhood, you trigger curiosity and elevate status. Psychologist Robert Cialdini author of the best selling book "Persuasion" calls this the **Authority Principle**: people decide faster when they believe they're dealing with an expert, not just a vendor.

How to do it in 20 seconds:

1. Drop a hyper-local insight.
2. Tie it to a risk or benefit.
3. Offer to verify during the walkthrough.

Example (Windows):

"Most homes in this zip code built between '65 and '80 used a fiberglass spacer that breaks down after 40 years. That's why you feel the draft in that front room, happy to show you when we pop the sash."

Example (Roofing):

"Because you're on the south slope of the ridge, your shingles absorb 20-30% more UV than the north side. I'll measure that temp difference for you while I'm on the roof."

Here's why it works:

- **Authority:** You knew something Google didn't tell them.
- **Value Prime:** You solved a mini-mystery for free.
- **Open Loop:** They now *want* to see your proof during the inspection.

Use one killer local fact per visit. One small insight can lead to a huge trust dividend.

WHAT THE TOP 1% DO

- Smile. Make eye contact. Speak with calm authority.
- Use one clean intro, tweaked slightly for each customer.
- Take control early, without bulldozing.
- Match tone: casual if they're casual, pro if they're formal.

Example:

"Let's keep this simple, I'll walk you through the process, we'll see what fits, and if it feels right, I'll help you take the next step."

ADVANCED TRUST-BUILDING TACTICS

You're not just selling a service, you're selling emotional safety.

Here's what the top closers do in the first 60 seconds

1. Body Position

- Stand upright, shoulders relaxed
- Keep hands visible (hidden hands = subconscious distrust)
- Maintain respectful distance (3–4 feet)

2. Eye Contact

- Make soft, direct eye contact during greeting
- Break briefly to avoid pressure

3. Tone of Voice

- Start low and warm
- Use downward inflection to project calm authority
- Avoid uptalk (sounds like insecurity)

4. Sincere Compliment

“Beautiful space back here, looks like you’ve done some work on it.”

“That backsplash is gorgeous. Really clean design.”

This isn't flattery, it's neural mirroring. It lights up reward centers in the brain and creates connection.

5. Match the Energy in the Room

- If they're casual, relax
- If they're formal, tighten up

6. Ask to Enter, Respectfully

“Would you like me to take off my shoes, or should I throw on some covers?”

Pro reps carry their own shoe covers. Respect signals professionalism.

7. Anchor the Meeting Zone

“Mind if we use the kitchen table to go over everything? It's usually easier to lay things out.”

8. Micro-Check

“Before we jump in, is there anything you’d like me to know about the project or what you’ve seen so far?”

Even without a handshake, this sequence triggers the “Handshake Effect” a micro-moment of mutual agreement that opens the door to real trust.

INSIGHT FROM SALESASK CLIENTS

Top reps don’t just build trust, they guide the buyer to self-realization.

Here’s how:

Ask about homeownership context:

- “How long do you plan to stay in the home?”
- “What other projects have you already done?”

These shift the conversation from repair to investment.

Uncover company-buying values:

- “What matters most to you about the company that does this work?”

This gets them to name their decision criteria, so you can match it directly.

SalesAsk AI tracks these moments, not just whether reps ask something, but whether they uncover what matters.

Reps who hit these early dramatically outperform on same-day closes.

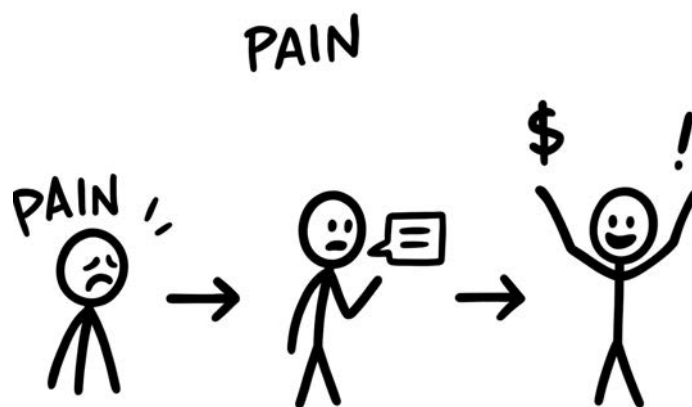
This step is about leadership, not likability.

Come in with presence, posture, structure, and calm.

You don’t earn trust by asking for it.

You earn it by making the homeowner feel like they're in good hands, before the pitch ever starts.

COUNTER - Some reps rely so much on rapport that they fail to reframe, ask for the close, or objection handle. They believe that the relationship will sell, but the truth is the relationship does NOT sell. The relationship is designed to allow the homeowner to open up about their desires and blockers so you can craft and offer that they find irresistible. You can see this in data because some of the nicest sales reps, often have the worst close rates. Do not over index on rapport, stick to the entire system.



Surface the pain

STEP 3: MAKE IT REAL, MAKE IT EMOTIONAL

Goal: Get the homeowner emotionally invested in solving the problem. Logic informs, but **emotion drives action**.

What to Do

Ask questions that unlock *feeling*, not just facts. Start warm, then go deeper with layering prompts:

- “How long has this been bothering you?”

- “What pushed you to finally look into fixing this now?”
- “If nothing changes, what’s the downside for you?”

These aren’t checkbox questions. They’re **emotional excavation tools**.

Backed by Psychology

- **Prospect Theory:** People act twice as fast to avoid pain as to gain pleasure (Kahneman & Tversky).
- **RAS Activation:** Threat-focused language lights up the brain’s Reticular Activating System, sharpening attention. Brief emotional tension sets up the need for *relief*, the solution you offer.

Metrics That Matter from SalesAsk Data

Top-Closers talk 45% of the time and allow homeowners to talk 55% of the time so they can get better customer discovery. The best way to hit this ratio is with thoughtful questions that uncover cues that help you position the sale.

Meaningful Q’s

11–14 total; **4–5** are emotional

SalesAsk AI scores not just *how many* questions, but *how deep* they go, tracking urgency language, consequence framing, and emotional keywords.

WHAT NOT TO DO

1. **Generic questions:** “Any issues lately?” Data without emotion = no urgency.
2. **Jumping to solutions:** “We can replace that, no problem.” – Kills tension before it builds.

3. **Monopolizing the talk:** If you're at 70% talk-time, they're checking out.
4. **Confusing objections with pain:** "I'm just looking" ≠ emotional cost of delay.
5. **Ignoring non-verbals:** Hesitation, eye shifts, voice cracks, listen with eyes *and* ears.

WHAT THE TOP 1% DO

- **Stay present**, no rushing past emotion.
- **Validate:** "That makes sense, you've dealt with that longer than most would."
- **Reflect:** "So the big concern is rising bills and drafty rooms, did I get that right?"

Harvard & USC studies show **active reflection** can spike trust by 40%, because people feel *understood*.

REAL STORY , THE QUOTE COLLECTOR WHO CLOSED

A homeowner told our rep, "We're just getting quotes."

Instead of backing off, the rep asked, "*What's not working in the kitchen right now?*" Twenty minutes later she admitted she was embarrassed to host family. The contract was signed for **\$47K**, before the third quote arrived.

Why? She said, "You were the first one who actually listened."

SALESASK DISCOVERY CHECKLIST

- ✓ Ask ≥ 3 emotional-layer questions
- ✓ Let the homeowner talk 60+ percent of the time
- ✓ Restate pain in their words
- ✓ Connect pain to future cost
- ✓ Offer *no* solutions until pain is vivid

BONUS: CONNECTING FEATURES TO PAIN

Goal: Bridge the emotional gap by tying specific features back to what the homeowner *actually cares about*.

Why it matters: Features don't sell. Outcomes do. But when features are tied to emotional pain, they become tools of relief.

How to Do It:

"You mentioned the worst part is waking up freezing in that back room. This window system seals that zone, no more drafts, no more guesswork."

"You said you're tired of patching things year after year, this full re-roof puts an end to all of that."

"You mentioned you feel embarrassed having people over. This layout redesign gives you back a space you're proud to host in."

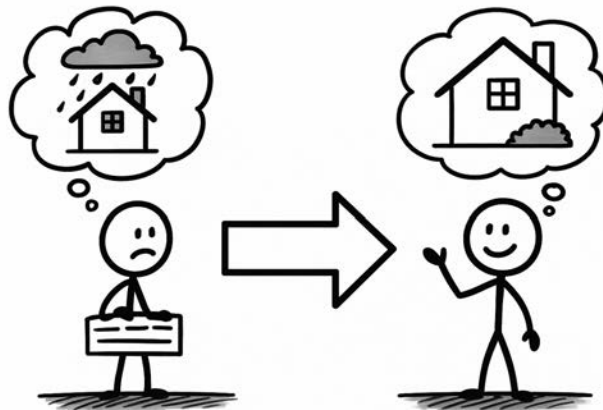
"You said you're always nervous when storms roll in, this package gives you the peace of mind to ignore the forecast."

Coaching Cue: "Don't just name features. Translate them."

Use the homeowner's own words. Show them that what they *feel* lines up with what your solution *fixes*.

Pain drives change. **Dig deep, reflect back, and hold the tension**, then you'll have the runway to present a solution they're eager to accept.

Counter - Reps who are not used to showing empathy can sometimes make the pain discover mechanical. It can sound like they are digging for sales data, and not showing true empathy. If you are not being empathic while surfacing pain, the client will not trust you. Be careful in your approach here.



Future-pace the outcome

STEP 4: LET THEM SEE IT BEFORE THEY SAY YES

Goal: Shift the homeowner from *pain* → **possibility**. Help them emotionally experience the outcome *before* they say yes, so the decision feels inevitable.

Why This Works

- A 2020 **Neuropsychologia** study found that mentally simulating a positive outcome increases willingness to commit by **35%**.

- **Neuroscience studies found that** imagined experiences light up the same brain pathways as real ones. The more vividly they imagine the “after,” the more real it feels.
- Visualization activates the **dopamine + reward** system, the part of the brain tied to motivation and anticipation.

Elite closers don't pitch. They **project**.

Shift the frame from solving pain → picturing pride:

“Let's say we finish the install next week, what would change first in your day-to-day?”

“Picture it a month from now, space finished, project done, what's the first thing you're doing?”

Let them describe the moment. That's where urgency lives.

Trade-Specific Prompts - Trade Visualization Cue

Kitchen

“What's the first thing you'd cook in your new kitchen?”

Windows

“Imagine the first holiday season with no drafts, how's that feel?”

HVAC

“Next heat wave, your system's humming, what's that peace worth to you?”

Roofing

“A storm rolls in, and you don't even flinch. What's that feel like?”

Real-World Wins

1. **Kitchen Remodel** , Homeowner: “Just exploring options.” Rep: *“What changes if this space fits your lifestyle again?”*

Homeowner: “I think... I’d just feel proud again.”

→ **\$26K** contract signed on the spot.

2. **Window Consult** , Met with 3 other companies. Rep: *“If we got this done before winter, what would you notice first?”*

Homeowner: “I’d stop dreading the heating bill.”

→ **\$18.5K** same-day close.

The breakthrough wasn’t pricing. It was projection.

SalesAsk AI Insight

SalesAsk doesn’t just score pain discovery. It tracks future-vision language:

- Emotional phrasing
- Visualization prompts
- Future-state clarity

Reps who do this well close 38% more first-visit deals than those who don’t.

Before vs. After the Vision	
Before Future-Pacing	After Future-Pacing
Talking about features	Talking about feelings
Logical objections	Emotional clarity
“Maybe later”	“I want this now”

When the vision becomes real, the decision becomes easy.



Coach Cue: Don't describe the future. Prompt it. "Ask the client to walk you through their ideal future state."

That's where the trust, and the urgency, comes from.



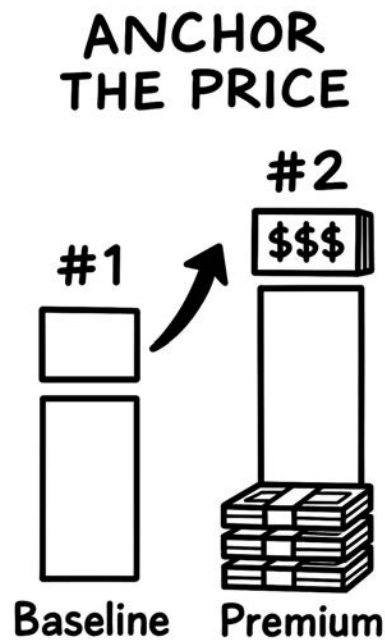
Landmine: Reps who skip this and rush to pricing kill the momentum.

If the client can't **emotionally imagine** the future, they'll stall, or worse, shop.

What the Top 1% Do

- Ask questions that let the homeowner *paint* the outcome.
- Use visualization to trigger **ownership**, not pressure.
- Follow pain with possibility, that's the emotional pivot that moves the needle.

"When people *see* the better version of their life, and feel the gap, the close writes itself."



Anchor the price

STEP 5: SIMPLIFY THE DECISION, ELEVATE THE VALUE

Goal: Help the customer feel confident taking action by showing 2–3 clear choices, each tied directly to their pain, desires, and priorities.

Why This Works

- **MIT Study:** Introducing a high-priced option first increased mid-tier selection by **30%+**.
- **Paradox of Choice** (Barry Schwartz): People don't choose the best option, they choose the easiest one to understand.
- **Harvard Business School:** The “Decoy Effect” makes your mid-tier option feel like the smartest value.

This isn't manipulation, it's smart framing.

What to Do

Offer 2 or 3 options, not 5, not 10.

“Based on everything you shared, I’ve got a few ways we can approach this.”

Then lay out:

- **Premium** , full solution, long-term upgrades
- **Smart Value** , best trade-off, most popular
- **Basic** , essential fix, no frills

Tie each option back to what they told you earlier:

“This one’s perfect if your goal is to finally host without stress, it handles the insulation and layout completely.”

How to Deliver It

- **Tone:** Calm. Confident. Downward inflection.
- **Framing:** Gesture toward the mid-tier. Hold eye contact. Let it land.
- **Pause:** After presenting, stop talking.

This moment is called **cognitive landing**. Give the brain space to visualize and decide.

Look for:

- Eye movement back to the middle tier
- Head tilt or thoughtful pause
- “Hmm...” or a soft nod



Coach Cue: “After each option, pause. Don’t fill the silence. Let them show you what they’re thinking.”

Trade-Specific Anchoring Examples

Windows

- Premium: Triple-pane, custom trim, energy rebates
- Smart Value: Double-pane, most popular, standard trim
- Basic: Entry-level fit, solid warranty

HVAC

- Premium: High-SEER, smart thermostat, ducting included
- Smart Value: Efficient unit + thermostat
- Basic: Core unit replacement

Roofing

- Premium: Architectural shingles, lifetime warranty, full ventilation
- Smart Value: Mid-grade shingles, 30-year coverage
- Basic: Standard shingles, no frills

Kitchens

- Premium: Custom cabinetry, stone counters, layout redesign
- Smart Value: Cabinet refacing + upgraded counters
- Basic: Paint, hardware, surface refresh

Real-World Wins

- **\$21K Window Job:** Rep presented \$27K, \$21K, and \$16K options. Homeowner picked \$21K, said, “We weren’t going to spend more than \$20K, but this just feels right.”

- **New Rep Close Rate:** Jumped from **14% → 75%** after switching to 3-option model. His next four deals? Three picked mid-tier, one chose premium.

SalesAsk AI Insight

Reps who use a 3-tier model see **22–27% higher close rates**. Not because of lower pricing, because the homeowner finally **understood** what each option meant.

Before vs After Anchoring	
Before Anchoring	After Anchoring
Endless quoting	Clear 2–3 options
“Let me price this out”	“Here are your paths”
Logic-based framing	Emotion + clarity

“People don’t need more choices. They need confidence in the ones they have.”

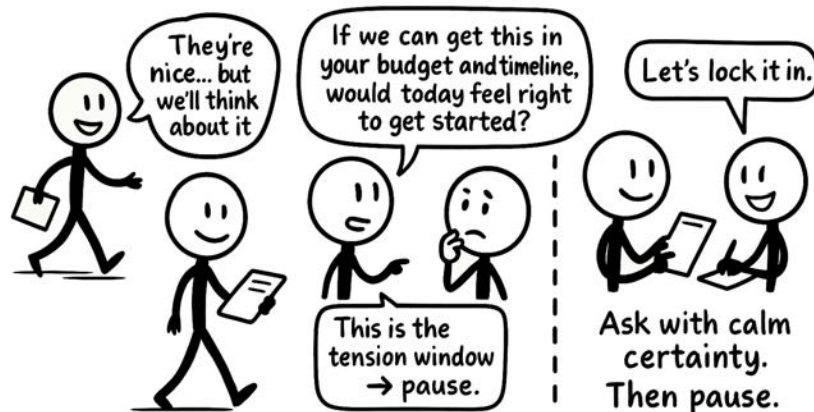


Landmine: More than 3 options or making the options complicated **kills momentum**. Confuse them, you lose them. Good, better, best is the winning formula.

What Top 1% Do

- Lead with the premium. Anchor high.
- Tie each option to emotion, not just features.
- Speak with calm certainty, no apology, no rush.
- Reinforce: “**Here’s what most people do**, but the decision is always yours.”

THE ASK = THE WIN



Ask for the close

STEP 6: CALM, CLEAR, AND DECISIVE

Turn a great conversation into a signed deal, without awkwardness, pressure, or delay.

Why This Works

- Most reps lose deals not because they weren't liked, but because they never actually asked for the decision.
- Sales Ask data: Reps who ask for the sale directly (but calmly) are **3.5x more likely to close** on the first visit.
- Sales Ask Data: Top closers ask for the sale at least **twice**, while maintaining buyer comfort and confidence.

Buyers don't mind being asked. They mind being pushed. The key?
Ask like it's normal. Ask like it's expected.

What to Do

Asking for the close isn't a step, it's a shift from **influence** → **agreement**.

Every second counts.

Script Framework

1. Reaffirm what they told you:

“Just to recap, this [issue] has been bothering you for [X months], and you mentioned [emotional concern]. You’re looking for [benefit] with [feature or timeline]. That still accurate?”

2. Reconfirm alignment:

“Sounds like we’re on the same page?”

3. Ask calmly and clearly:

“If we can get the price and scope where you need it, are you ready to move forward today?”

4. Then pause.

Use the pause. Silence will feel heavy, that’s when decisions happen.

Harvard research: Emotional tension needs **3–7 seconds** of silence for resolution. Break the pause too early and you lose the moment.

If They Hesitate: Use the Loop-Back

“You said the worst part was [specific frustration] and that this would solve it. Is there anything else holding you back right now?”

If they say they need to think, respond like this:

“Totally get that. Can I ask, is it the price, the scope, or the timing that’s giving you pause?”

This isolates the objection without pressure.

Confident Closing Language

- “Based on everything we walked through, does this feel like the kind of project you’d want to move forward with?”
- “If we can lock in this package and timeline, are you comfortable getting the paperwork started?”
- “We can secure your spot today and get moving on your timeline, want to go ahead?”

Re-anchor with emotion:

“You mentioned this has been bothering you for months, if this solves it, would today feel like the right time to take care of it?”

Discovering true objections

If you ask for the soft close - “if we can do X are we good to get started?”

Your worst case is not losing the deal, its **uncovering the true objections**.

When **hidden** objections are surfaced you can craft a true offer that they will find irresistible. Without the ask, you may never know what holds them back.

Trade-Specific Phrasing

Roofing: “If we get this on the calendar now, we can get ahead of the next rain cycle. Want to lock it in?”

Windows: “With energy rates where they are, the sooner we start, the faster you start saving. Want to grab your install date?”

Kitchen: “If this layout works and we’re in range, are you ready to lock it in and reserve the design team?”

Real-World Example

One SalesAsk partner rep used to always “leave it with them.” After coaching, she switched to a simple ask:

“Would you like to get started today?”

Her same-day close rate **more than doubled in 3 weeks**.

The words didn’t change much. Just the confidence.

SalesAsk AI Tip

SalesAsk flags missed close opportunities and tracks:

- How clearly the ask was phrased
- How often it was attempted
- Whether it matched emotional tone



Coaching Cue: “Don’t hope for a yes. **Ask** for it. Calmly. Directly. Like it’s the most natural thing in the world, and do it multiple times.”

Before vs After Asking for the Close

Before Asking Clearly

Follow-up limbo

Emotional stall

“We’ll think about it”

After Asking Clearly

Clear next step

Decision activated

“Yes, let’s do it”

When you ask clearly, you give permission to say yes.

Getting the Signature: Transition to Paperwork

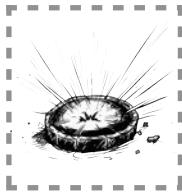
Once they say yes, or even *almost* yes, shift into action:

- “Great, let me get the paperwork pulled up so we can lock this in.”

- “Awesome, I’ll grab my tablet so we can secure the date and make sure you’re covered.”

No pause. No backpedal. Just lead.

SalesAsk insight: Reps who confidently transition to paperwork see a **34% higher follow-through rate** than those who hesitate.



Landmine:

Talking Past the Close. Don’t sell yourself out of a sale.

One rep nailed the pitch. Got a soft yes. Then kept talking:

“Let me also show you a couple of other options...”

The homeowner’s energy shifted. Their face tightened. Then:

“Actually... we’ll think about it.”

Deal lost.

Why? The rep re-opened a decision that was already made.

Takeaway: Ask. Then shut up. Let the yes bloom.

GETTING THE SIGNATURE



Get the signature

STEP 7: SEAL THE DEAL WITHOUT SLIPPING

Turn a “yes” into ink, before doubt, delay, or distraction sneak in.

Why This Step Matters

You’re not done at “yes.” You’re done when it’s signed.

Every hour after a verbal agreement adds risk:

- Second guessing
- Spouse objections
- Statements about “still thinking”
- Ghosting

SalesAsk data shows **18% of deals die after a verbal yes** because reps don’t close the loop fast enough.

What to Do

1. Move immediately. No hesitation.

- “Awesome, let me pull this up and we’ll lock everything in.”
- “Cool. I’ll get the agreement loaded so we can make it official.”
- “Perfect. I’ll walk you through the final details and get your spot reserved.”

2. Keep your tone neutral but confident.

- “This just walks through the scope, price, and timeline, take a look while I get things set up.”
- “Everything in here reflects what you chose. No surprises.”
- “I’ll walk you through it line by line, takes about 2 minutes.”

3. Keep them engaged while you load up.

- “Mind grabbing your ID or email while I fire this up?”
- “Let me know your preferred install window and I’ll slot it in.”

Signature Psychology: Strike While the Brain Is Still Saying “Yes”

This is the confirmation window. Either you anchor the emotion or you let it fade.

Tools should be:

- Fast
- Clean
- Mobile/tablet ready
- Done in under 5 minutes

Pro Move with SalesAsk

Send the contract while you narrate:

- “This line confirms the materials you picked...”
- “This is your install date range...”
- “Here’s your total investment based on the option you selected.”

Confidence + clarity + calm tone = signed deal.



Landmines to avoid:

- “I just have to figure this out...”
- “Sorry, my tablet’s being weird...”
- “We can always finalize this later.”

These kill credibility. Always have a backup: paper form, second tablet, PDF-ready doc.

You were the expert for an hour, don’t become a rookie at the close.

If They Hesitate

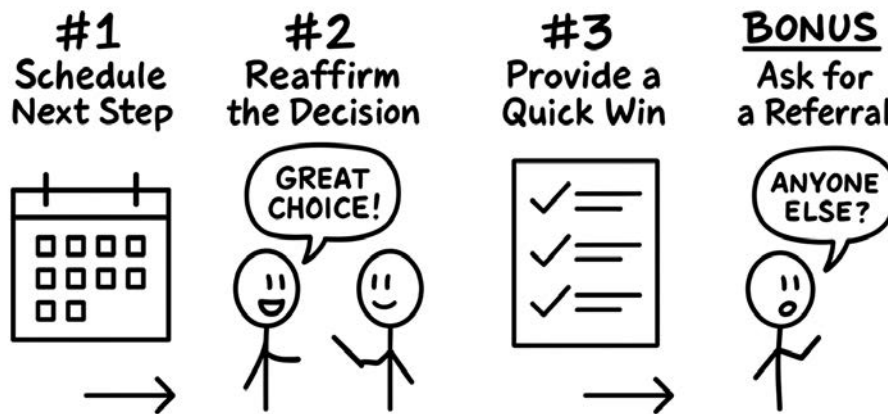
- “Totally fine, walk through it at your pace, I’ll answer anything as you go.”
- “We’re not in a rush, I’ll sit with you and explain each piece if that helps.”
- “Would it help if I shared how this works for others in your situation?”

You’re not pressuring. You’re helping them finish what they already decided.



Coaching Cue: “The signature isn’t a big moment. **It’s a standard step in a professional process.** Your certainty becomes theirs.”

CEMENT THE COMMITMENT



Cement the commitment

STEP 8: CEMENT THE COMMITMENT , TURN BUYERS INTO BELIEVERS

Goal: Eliminate buyer’s remorse, reinforce trust, and lock in the next step while momentum is still on your side.

Why This Step Matters

You just closed the deal, but their brain is still processing the decision.

Imagine you

This is where buyer’s remorse creeps in. Not because of the product... But because of:

- Confusion
- Silence

- “What happens next?”

SalesAsk data: Many deals unravel post-close, not from objection, but from *uncertainty*.

Top closers don’t celebrate the close, they reinforce it and guide the handoff.

What to Do

1. Book the Next Step Before You Leave

- “Perfect, next step is easy. We’ll book your [site check/material call/final walkthrough] now. What works better, Thursday or Friday?”

2. Reaffirm Their Confidence in the Decision

- “You made a great call today. I’ll make sure the install team has everything dialed in. You’ll get reminders, and I’ll check in after it’s wrapped.”

3. Give Them a Micro-Win

- Leave behind a prep checklist
- Share a customer story
- Preview material visuals
- Send a welcome email with a timeline

“Here’s a quick preview of what’s coming, our customers love seeing this before install.”

BONUS: Ask for Referrals or Reviews While Trust Is Highest

Right after the signature, trust peaks. Use it:

“While I’ve got you, most of our customers find us through referrals. If there’s a neighbor, friend, or family member thinking about [windows/roof/kitchen/etc.], I’d love to help them too. Anyone come to mind?”

Don’t push. Just plant the seed. Even if they say “not now,” you’ve opened the door.

If they do refer or give you a review:

- Thank them sincerely.
- Offer a simple reward (see Resources section).
- Follow up quickly to show action.

SalesAsk Pro Tip

Automate the post-sale follow-up:

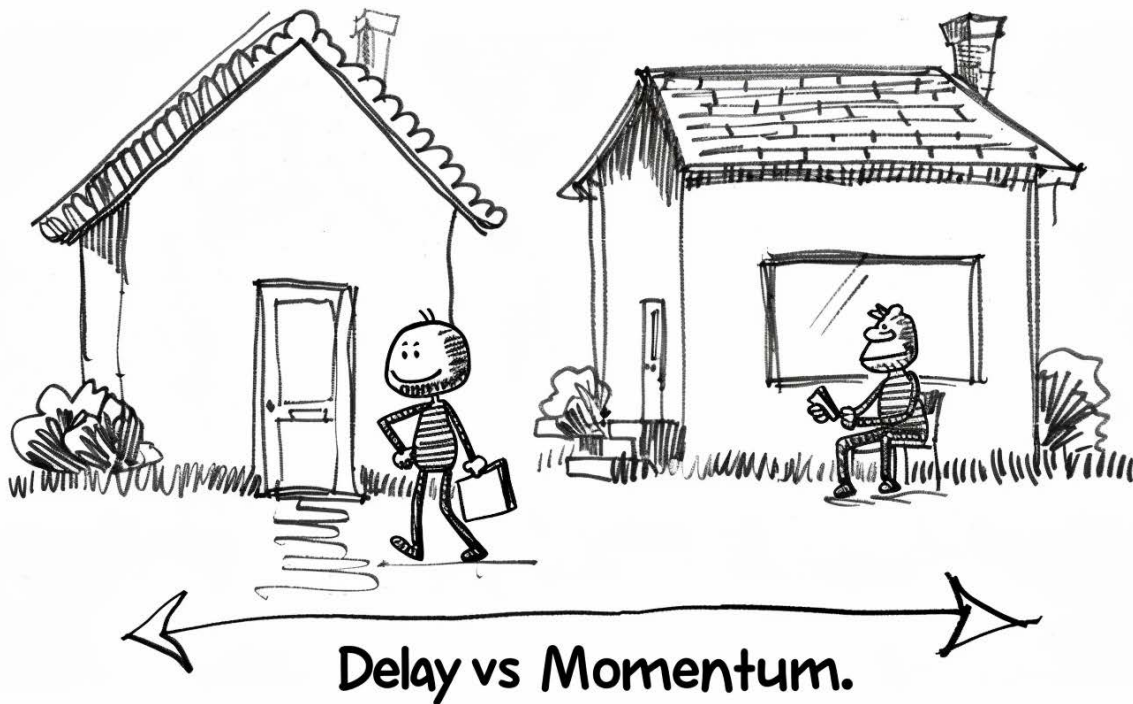
- Appointment confirmation
- Reminder email/text
- Welcome checklist
- Referral request with QR code/share link



Landmines to Avoid:

- Don’t leave without confirming the next appointment
- Don’t make the referral ask feel scripted
- Don’t treat the close like the end, it’s the beginning

Section III: Pro Moves



What if you don't have the pricing ready?

What If You Don't Have Pricing Ready?

Solve the most common objection from reps: "I need to leave and price it later."

The longer you wait to show pricing, the colder the deal gets. Momentum fades. Distractions enter. Homeowners start shopping.

What to Do Instead:

1. Pre-Frame the Price Conversation:

"I can build a price for you now, and I like doing it with you, because we can shape it together around your budget and scope. It's faster, more accurate, and avoids surprises."

Then ask the following:

“If we land on something that makes sense , is that something you’d be open to moving forward with today?”

It’s not pressure. It’s positioning.

2. Use the Truck Strategy (if it’ll take >15 min):

“Let me step out to the truck and dial this in for a few minutes.”

This gives them space to think, recalibrate, and prep for a decision.

Pro Tip: Behavioral research shows decisions come faster after mental “reset” moments, this creates one.

3. Pre-Built Pricing Frameworks:

- Price Ranges: “Most jobs like this land between \$12–16K depending on final details.”
- Ballpark Packages: “Here’s a premium, popular, and basic version to start the conversation.”
- Visual Sliders/Grids: Fast, flexible tools that make pricing feel collaborative.

“People don’t need perfect numbers. They need momentum.”

Real-World Example: One SalesAsk client moved from quote-later to in-home options. Close rates jumped from 18% to 49%. Why? Because the client finally understood the offer, while the energy was high.

Making Financing Part of the Close (Windows, HVAC, Roofing, and More)

Most reps wait until the end, or until there's an objection, to bring up financing. Top 1% closers do the opposite: They bake financing into the price conversation itself.

Why This Matters

Homeowners want the work done, but many aren't sitting on \$10K-\$30K in cash. If you drop a big number with no context, you'll hear:

"We just need to think about it."

What they really mean is:

"I don't know how we're going to pay for this."

By making financing part of the offer, not a backup plan, you give them a path to say YES today.

How to Present Financing in the One-Meeting Close

1. Lead with Both Numbers

Never just say the total. Always quote both:

"The total investment is \$14,960, or with our preferred financing plan, just \$219 a month."

This shifts the mental model from a giant chunk to an affordable payment.

2. Normalize Financing Before Price Comes Up

Set the tone early:

"Most of our customers go with financing, it's fast, easy, and doesn't require perfect credit."

"Whether you're paying cash or want to split it up, we've got options that fit most budgets."

This removes shame and opens the door.

3. Tailor to Industry Expectations

- HVAC: “That covers the new 3-ton unit, full install, and 10-year parts and labor warranty. Most families do \$89/month.”
- Windows & Doors: “For triple-pane replacements across the front and side, with full cleanup and disposal, it comes to \$169/month.”
- Roofing: “That’s for a full tear-off, 30-year shingles, and certified install. It’s usually around \$205/month with our best plan.”

These quick visuals help the homeowner picture value, not just cost.

4. Include Financing in the Close

Tie it directly into the decision:

“If the \$219/month works for you, we can get the paperwork started and lock in your install date today.”

Make it seamless. Make it easy.

Real-World Story: How Financing Saved the Deal

Trevor, a roofing rep in Dallas, quoted a \$17K job to a young couple expecting their first child. They loved the proposal, but froze at the price. Instead of backing off, Trevor flipped his iPad around and said:

“Most of our customers go with financing. Here’s what that looks like, it’s about \$244 a month.”

He walked them through the monthly options with zero pressure. Ten minutes later, they signed.

Trevor would've walked away empty-handed if he hadn't made financing part of the conversation.

Bonus: Quick Answers to Common Financing Questions

Q: Is it a hard credit check?

"It's a soft check to start, won't affect your score. You'll see your rate and monthly options instantly."

Q: How long does approval take?

"About 90 seconds. We'll do it together on my iPad."

Q: What if I want to pay it off early?

"No penalty at all. Pay it off anytime you like."

Q: What if they still hesitate?

"That's totally fair. Can I ask, if the monthly fit your budget and you liked the install timeline, is there anything else holding you back?"

Pro Tips to Boost Conversions

Use Daily Anchoring

"That's just \$7/day, less than what most people spend on coffee."

This makes the monthly payment feel like a no-brainer.

Script: Pre-Approval Setup

"Let's just check what your monthly options look like. It's a soft check, takes about a minute, and shows you the breakdown. We'll look at it together, no commitment either way."

This keeps the pressure low and momentum high.

Add Urgency with Promo Offers

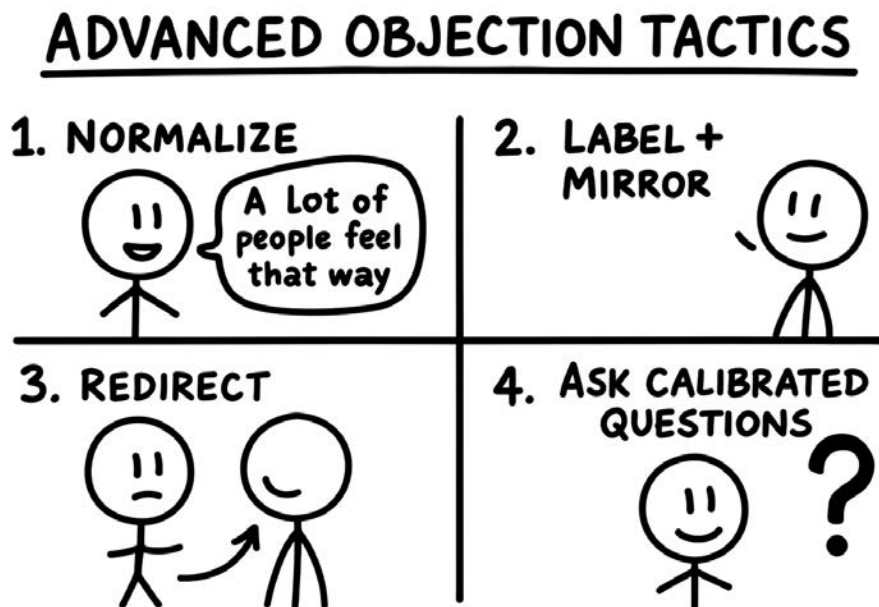
“Right now, we’ve got a plan with 0% for the first 12 months, but it’s only available this week.”

Urgency reframes financing as a bonus, not a fallback.

Don’t wait for them to ask about financing. Don’t tiptoe around it.

Own the money conversation.

It’s not about selling a product. It’s about giving them a way to say yes, today.



Objection handling

ADVANCED OBJECTION TACTICS , CONVERT RESISTANCE INTO AGREEMENT

Equip reps to handle common stalls, hesitations, and objections with empathy, clarity, and control.

Why This Step Matters

- Most objections don't come from logic, they come from fear, confusion, or emotional uncertainty.
- Chris Voss: Objections are usually signals that the buyer doesn't feel safe or fully understood.
- SalesAsk data: Reps who proactively address objections close 31% more deals than those who wait.

What to Do

1. Normalize the Objection

"Totally understand, a lot of folks feel that way before they move forward."

2. Label + Mirror

"Sounds like you're not 100% confident in [issue]."

3. Redirect to Their Original Why

"You mentioned [pain or goal] was really important. Is that still the case?"

4. Ask Calibrated Questions (Voss-style)

"What would need to happen for you to feel comfortable moving forward today?" "What flexibility would make this work?"

Common Objections & Responses

"We want to think about it."

"Totally fair. Just so I understand, is it the scope, the price, or the timing that you're unsure about?"

“We need to talk to our spouse.”

“Of course. If they were here and felt like you do, would we be moving forward?”

“It’s more than we planned to spend.”

“Makes sense. Let’s look at how we might adjust scope, timeline, or financing.”

“We want more quotes.”

“That’s smart. Want me to show you what makes this different so you can compare apples to apples?”

Real-World Example

A solar rep faced a stall: “We’re just not ready.” Instead of pushing, he asked:

“What’s really holding you back?”

The homeowner paused: “We’ve been burned before.”

The rep leaned in:

“Makes sense. Want me to walk you through how we guarantee communication, post-install support, and follow-up?”

He showed job tracking, alerts, and even offered a reference. Then:

“If something went wrong, what would you need to feel safe moving forward?”

The client answered, and the rep showed it was covered. They signed, not from pressure, but because trust was rebuilt.



Landmine: Pitching Over the Objection

- Most reps panic and rattle off more features.
- But if they're hesitating, it's because something deeper hasn't been addressed.

Chris Voss calls this the “black swan” moment, the real issue is often hidden.

Go Deeper: Five Whys

“Why is that part important to you?” “What would happen if you didn't solve this in the next 6 months?”

Ask gently. Peel back the layers. Then reflect:

“Got it. That makes sense. Thanks for sharing.”

Follow with:

“Would it help if I showed how we usually handle that?”

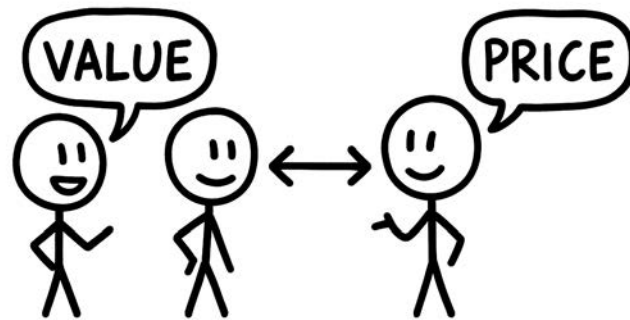
This isn't a pitch. It's resolution.

No pushing. Just empathy, precision, and leadership.



Coaching Cue: “Treat objections as buying signals, not rejections. Stay curious, not defensive. That's how you lead the close.”

HOW TO NEGOTIATE



Negotiating the deal

NEGOTIATING THE DEAL , HOLD THE LINE, GET THE WIN

Convert negotiation into alignment not desperation. Win the deal without giving away the store.

Why This Step Is Critical

- Chris Voss: “He who has the most flexibility has the most power.”
Flexibility ≠ folding. It’s about leading while giving them the illusion of control.
- Most reps **lose profit and trust by negotiating out of fear.**
- SalesAsk data:
 - Reps who negotiate with structure close 21% more.
 - Reps who say “Let me see what I can do” without anchoring first lose control 67% of the time.

What to Do

1. Anchor Value Before Price

“Let’s make sure we’re aligned on what matters most first , quality, timing, and getting it done right.”

2. Set the Frame

“I’m happy to work with you but only if we’re both clear this is something you want to move forward with.”

3. Offer Tradeoffs, Not Discounts

“We can adjust pricing by scaling back scope or shifting timelines , totally up to you.”

The Psychology of Win-Win

- Use tactical empathy acknowledge their concern while reinforcing your position.
- Let them help shape the final offer:
 - Offer choices: full vs scaled-back version.
 - Swap discounts for financing or schedule flexibility.
 - Show ROI: savings on bills, property value, peace of mind.

Real-World Example

A rep was ready to drop \$2K off a window job. Instead, she reframed:

“If price is the concern, we could drop the custom wood trim and save \$1,400, how does that feel?”

Homeowner said yes. Margin preserved. Buyer felt empowered.

SalesAsk Tip

SalesAsk AI tracks:

- Use of tradeoffs over straight discounts
- When pricing is positioned vs when it's reactive
- Whether value was clearly anchored



Landmine: Discounting to Win Approval

- Voss: "People will take as much as you're willing to give."
- **If you give something, get something.**

Here are some examples:

"If we drop \$500, are you comfortable signing today?" "If I throw in upgraded hardware, does that close the gap for you?"

Use label + ask:

"Sounds like price is still a concern , what flexibility do you feel would make this work today?"

Discounting without anchoring kills:

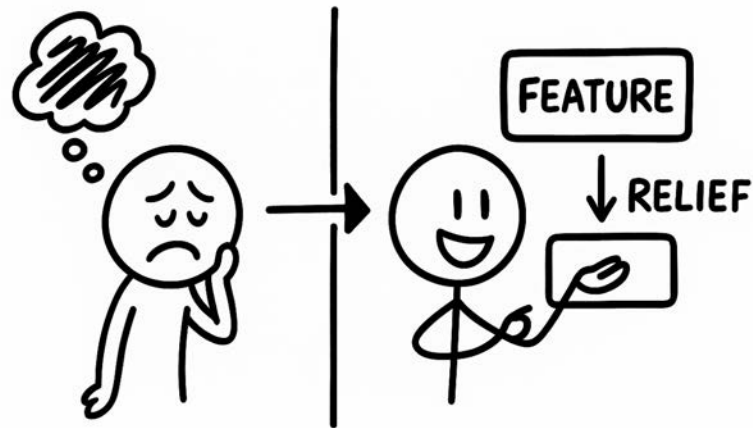
- Profit
- Authority

If you wouldn't say it to your accountant, don't say it to your customer.



Coaching Cue: "Negotiation is leadership. Stay calm. Offer smart choices. Never apologize for price."

CONNECTING FEATURES TO PAIN



Connecting the features to pain

EMOTION FIRST, PRODUCT SECOND

Tie product features directly to homeowner pain points to move from interest to action.

Why This Step Is Critical

Features don't sell **pain relief** does.

Reps who rattle off specs without emotional anchoring get nods, not signatures.

SalesAsk data:

- Reps who link features to pain points close **19% more** than those who don't.
- Generic product pitches trigger buyer fatigue 63% of the time.

SalesAsk Tip

SalesAsk AI tracks:

- If features are linked to pain points
- Use of buyer language during pitch
- Whether emotional anchors are applied before pricing

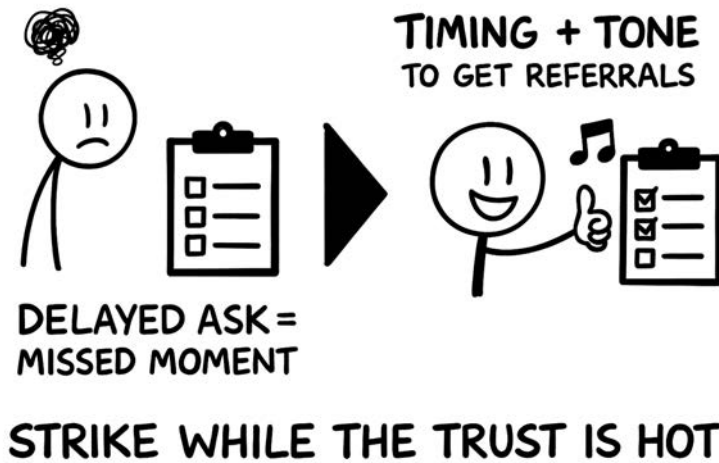


Landmine: Tech Talk Without Context

If you wouldn't say it to your mom, don't say it to your customer. Jargon kills clarity. Clarity closes.



Coaching Cue: "Every feature must punch pain in the face. Otherwise, it's just noise."



Asking for referrals the right way

STRIKE WHILE THE TRUST IS HOT

Turn buyer pride into pipeline. Lock in referrals when emotion is peaking.

Why This Step Is Critical

Referrals convert faster. Spend less. Close bigger.

But most reps miss the golden moment, right after the deal closes.

SalesAsk data:

- Referrals asked within 10 minutes of close convert **2-3x faster**
- Average ticket size on referrals = **17% higher**
- 84% of reps don't ask at all (because they forget or fumble)

What to Do

1. Ask at the Peak

Right after they sign while dopamine is high and doubt is low.

Mini-script:

“Most of our clients come from referrals. Is there anyone you know thinking about doing something like this?”

2. Make It Frictionless

- Hand them a QR code or quick text link
- Say: “I’ll treat them like gold, no pressure.”

3. Reinforce and Reward

- Thank them like it matters (because it does)
- Follow up if they send someone
- Give a referral bonus or gift if it closes

The Psychology of Buyer Pride

When they’ve just signed, they feel **confident, relieved, and validated**. That’s your moment to strike before life gets in the way.

Use emotion, not obligation:

“You made a great decision today. If you’ve got a friend who’s been thinking about a project like this I’d love to help them too.”

Real-World Example

A solar rep had just wrapped up a \$28K install. Instead of jumping to the next call, he paused:

“You crushed it today. Anyone you know trying to beat their energy bills too?”

Client gave him two names. One booked. One closed. Zero ad spend.

Counter - A client may say they want to see how you do on their job, before referring. This is OK, don't push too hard, but also don't give up. Ask for a "soft referral" - an introduction to someone looking for help that you can keep up to date on the progress of the job.

This reduces the pressure on the client, while still giving you an opportunity to sell.

SalesAsk Tip

SalesAsk AI flags missed referral asks and highlights tone/timing.

Want more leads without more budget? Ask. Track. Reward.



Landmine: Delayed Ask = Missed Moment

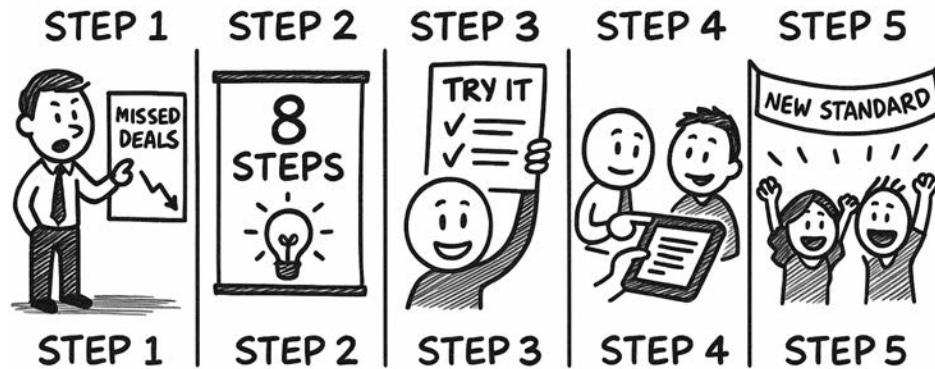
If you wait till install day, they've already moved on. Trust fades. Life takes over. Pipeline dies.



Coaching Cue: "Referrals aren't luck. They're timing + tone. Ask with pride. Keep it simple. Follow through."

SECTION IV: MAKE IT STICK

SIMPLE ROLLOUT PLAN (FOR TEAMS & OWNERS)



Section IV: Make it stick

Simple Rollout Plan (for Teams & Owners)

HOW TO LAUNCH THE ONE-MEETING CLOSE IN YOUR TEAM

This isn't a script. It's a system. And getting your team to use it doesn't have to be complicated.

Here's exactly how to pitch **The One-Meeting Close** so reps believe it, buy in, and start using it immediately.

Start With What They Feel

"Have you ever walked out of a house knowing they liked you, liked the price... and still didn't close?"

That moment is real. Everyone's felt it. You start by showing them you get it.

The Truth: If You Leave Without a Signature, You Lose

"Every time you leave without a signature, you're not 'giving them space' you're giving your competition a shot."

"They're not thinking about you tomorrow. They're reading other quotes tonight."

Paint the Visual

"You do all the hard work, the drive, the walkthrough, the presentation. Then you say, 'Let me know what you decide,' and leave. That's like running a race and stopping five feet before the finish line."

Reframe With Possibility

"Now imagine this instead: You guide the whole meeting like a pro. You build trust, show value, present the price, and close right there. You walk out with a signed deal, not a maybe."

Show That It's Working

"Reps using this system are doubling their close rates. I've seen reps go from 20% to 45% in a few weeks, just by following the process."

Remove the Mental Blocks

"This isn't about being slick. This is about having a structure. When you follow the system, you don't have to wing it. You know exactly what to say and when to say it."

What's In It For You

- Close faster
- Stop chasing customers
- Make more per job
- Fewer visits, bigger paychecks

- Respect from customers and teammates

Step 1: Show Your Team the Why

Message: “We want to invest in you and our process. We want to help each of you sell more. We know that chasing down leads can be draining. This system that. It’s simple, it works, and we’re making it the new standard.”

- Meet each person individually and have a 1 on 1 with them.
- Make them into a champion before presenting to the team. When you go to the team, you already have everyone as a champion.
- Show the problem (missed deals)
- Show the payoff (more sales, less follow-up)

Step 2: Teach the 8 Steps

Don’t overthink it. Use one slide per step.

- Give 1 sentence on what it is
- Give 1 real example
- No pressure to be perfect
- Just try to follow the system and ask for the close

Step 3: Lock it in

“This is how we sell now.”

- Use the system’s language in meetings
- Add it to new hire onboarding
- Celebrate first-meeting closes

BONUS: Let SalesAsk Do the Heavy Lifting

- It listens to every call
- Scores reps on the 8 steps
- Shows who's following it, and who's not
- Helps managers coach without guessing

Rollout Timeline	
WEEK 1	- Kick off with the team - Set up SalesAsk tracking
WEEK 2	- Teach the 8 steps using simple slides - Have top reps role-play a real scenario
WEEK 3	- Start using the system on live calls - Encourage reps to follow it step-by-step
WEEK 4 - 6	- Review one call per rep daily (5 mins each) - Coach on missed steps and highlight what's working
WEEK 6 - 8	- Make it the new normal - Add it to new hire onboarding - Celebrate wins and reinforce consistency

“Systems beat talent. Every time. This system closes deals. Let’s go use it.”



Teaching a System Isn't Enough.

Here's How You Get Them to Follow It.

It was 7:46 PM when I finally stopped pretending I wasn't worried.

One of my top reps had just bombed a deal. Homeowner loved the price. Smiled the whole time. Said they'd "think about it."

We both knew what that meant.

I opened the call recording on SalesAsk.

Sixty seconds in, it was obvious. He skipped the credibility piece. Blew right past the homeowner's real hesitation. Smiled, nodded, never closed the gap.

Here's the brutal truth: you can't *just* teach a system. You have to *install* it, into every conversation, every rep, every moment they sit across from a homeowner who's deciding whether to trust you.

You can have the cleanest scripts, the sharpest objection handling, the most bulletproof One-Meeting Close process mapped out, but if your reps don't buy in... if they cut corners... if they freelance when the homeowner pushes back... it all falls apart.

I've seen it a hundred times. Reps nod along in training. They run the roleplays. But the moment they hit a real appointment, where the stakes are high, where the objections sting, where the homeowner isn't reading from a script, they slip.

They skip steps. They default to habits. The process breaks down.

And suddenly, your perfectly designed sales system becomes nothing more than a suggestion.

That's where SalesAsk changes everything.

It doesn't just *teach* your system. It *installs* it into every conversation, quietly, consistently, relentlessly.

SalesAsk listens to every meeting your reps run. Not just the ones they tell you about. Not just the big deals. Every. Single. Call.

It hears where they stick to the process, and where they don't.

It flags the skipped credibility step. The brushed-off objection. The moment your rep should've closed... but hesitated.

And it tells you, in plain English, exactly why the deal was lost, and how to fix it.



No guesswork. No chasing maybes. No hoping your reps are following the playbook when you're not in the room.

SalesAsk turns your One-Meeting Close from a theory into a habit.

The AI doesn't care if your rep's a veteran or brand new. It coaches them both. It breaks down their performance, shows them where they missed, and helps sharpen them into closers, without you riding shotgun on every appointment.

Because here's the truth nobody likes to say out loud: most sales systems die the moment they rely on memory, discipline, and human nature to keep them alive.

SalesAsk takes human error off the table.

It makes sure your system, the process that drives your margins, your revenue, your reputation, isn't just taught... it's followed.

No ride-alongs. No guesswork. No chasing maybes.

The One-Meeting Close works. SalesAsk makes sure it works on 100% of your sales calls, not just the ones your top performers run.

If you want predictable closers, you need predictable feedback. That's what this does.

I still remember what my old sales trainer told me: *"Hope isn't a close strategy."*

Neither is winging it.

Final Chapters

Freedom Isn't Given.

It's Installed.

It's **6:13 p.m. on South Beach**. My two sons are engineering a sand fortress big enough to stop the tide. The Atlantic light turns the high-rises coral pink. I'm planted in a canvas chair, cafe latte in one hand, toes dug into powder-white sand.

A single buzz from my phone, It's my GM in the construction company -

"3 same-day closes • \$47,200 margin "

I grin, swipe the notification away, and pocket the phone. **Work just happened, without me.** No "Where's that quote?" texts, no midnight price crunch, no adrenaline-spike callbacks.

But the salt breeze can't hide the *scars* of getting here: sleepless nights staring at the ceiling wondering if payroll would clear, the chime of a bank alert when the account dipped below zero, the look in my son's eyes when I missed his school play. I carry those moments like etched reminders in my toolbox, proof that the hard road forged something worth sharing.

I went from:

- **Beans in a basement → Miami sunsets**
- **\$92 K ghosted in a week → \$92 K profit before breakfast**
- **Chasing callbacks → Predictable passive income**

The real treasure? Watching other trade owners bolt this blueprint onto their businesses and skip the decade of bruises I took:

- A five-truck HVAC shop added **\$3 M** in 14 months.
- A two-crew window outfit **doubled** close rate with the same leads.
- A roofing owner finally took a **two-week vacation** after 17 years, because the team could close without him.

Freedom shared is freedom squared.

So pack this playbook in your truck. Give your crew installs instead of empty days. Replace “We’ll think about it” with “Ink it while we’re here.”

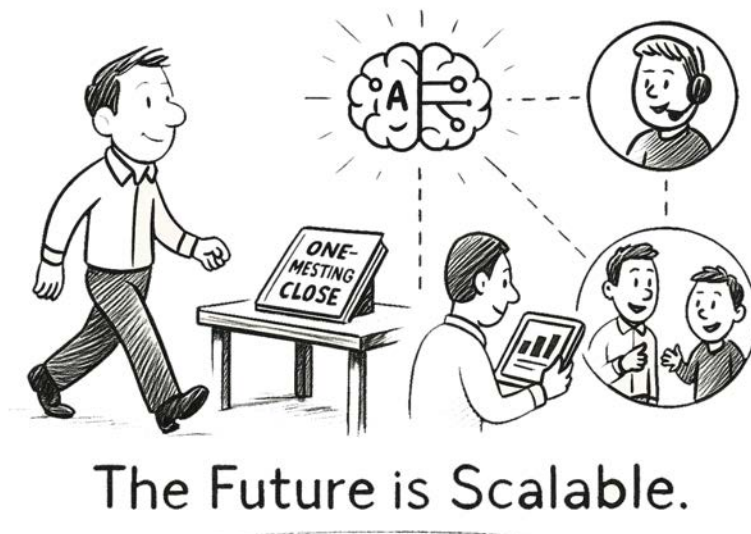
Great sales teams don’t rise to the level of their talent, they rise to the level of their **system**.

You’re holding that system now.

Install it.

Run it.

Then send me a snapshot, from whatever beach, mountain, or backyard freedom finds you.



Epilogue: The AI-Powered Future

Freedom was never the end, it was just the proof.

Because once I saw what this system could do, I started to wonder: **what if the blueprint didn't need me anymore to scale?**

I'd seen what GPTs and the latest AI models were capable of, real conversations, real feedback, real coaching. And it hit me:

Sales is just a conversation.

Coaching is just a better one.

So why couldn't AI have those conversations *at scale*?

That's when the next journey began.

I started building **SalesAsk** not as a tool, but as a translation layer. A way for the playbook to speak directly to your managers. Your reps. Your data. In real time.

So instead of wondering, "Did they follow the system?" you'd *know*. Instead of spending hours reviewing calls, you'd get instant insight. Instead of hoping the new hire learns fast, you'd have the blueprint coaching them from day one.

Not to replace humans. But to give them back their time. Their clarity. Their edge.

If the One-Meeting Close is the recipe, **SalesAsk is the chef's assistant in every kitchen.**

Because the goal was never just freedom for me.

It was freedom for *all of us*.

And with AI in your corner, that vision isn't just possible, it's scalable.

The next chapter isn't about my story. It's yours.

Epilogue

A Tale of Two Contractors

In a growing town where new families moved in by the week, there were two contractors, both skilled, both seasoned.

The first was known for his craftsmanship. “Nobody frames a house like him,” they’d say. His trim work was immaculate. His clients adored him, until the next job came along. Because no matter how beautiful the build, he was always behind. Always fixing mistakes. Always chasing new work because old clients never called twice. His crew was a revolving door. Every project felt like starting over.

Across town was another contractor. Quieter. Less flashy. His finishes? Not quite as fancy. But his calendar? Full. Three months out. His crew? Steady. Smiling. His trucks? Wrapped and clean.

One day, the first contractor stopped by the other’s job site.

“I don’t get it,” he said, watching a crew install siding with precision. “You and I started at the same time. I’ve done some of the biggest houses in town. But I’m still living job to job. You’ve got a team, a schedule, a system. What am I missing?”

The seasoned contractor wiped his hands, looked him in the eye, and said, “Do you run your jobs the same way every time?”

The younger man shook his head. “Not really. Every client’s different. Every job’s got its own rhythm.”

“There’s your problem,” the older man said, pointing to a binder held by one of his foremen. “We don’t reinvent the wheel. We follow the playbook.

Every time. From quote to close to cleanup. Same steps. Same close. Same follow-through. Doesn't matter if it's a deck or a full gut reno."

"But what if the client wants something different?"

"We still follow the steps," the old contractor said. "Because the steps aren't just about the build, they're about the *business*. We close deals in one meeting. We collect deposits before ordering materials. We anchor expectations before they even ask. That's why my pipeline's full while you're still emailing quotes."

The younger man went home that night and looked at his notes.

There were none.

No process. No pricing structure. No close strategy.

So he did what he'd never done before, he wrote it all down. His best walkthroughs. His most effective closes. The questions that got clients to open up. The pricing anchors that won jobs without discounting.

Then he started using them. Every time.

Soon, his jobs ran smoother. Clients stopped ghosting. His crew stuck around. He stopped chasing work, and started selecting it.

A year later, he ran into the old contractor again.

"How's business?" the older man asked.

The younger one smiled.

"I've got a system now," he said. "And just like that, I stopped being a worker. I started being a builder of a business."



About the Author

Moe Abbas spent two decades building and scaling home improvement companies, selling over \$100 million in roofing, kitchens, windows, and remodeling projects.

After watching too many reps lose deals without knowing why, he built **SalesAsk**, an AI-powered coaching platform that listens to real sales conversations and shows reps exactly where the deal went sideways, and how to win the next one.

By analyzing over **12,481** first-meeting sales with SalesAsk's AI, Moe uncovered the exact behaviors that separate the top 1% of reps from everyone else.

That's where **The One-Meeting Close** was born: not from theory, but from real data, battle-tested field experience, and a system that helps trades businesses stop chasing *maybes*, and start closing on the spot.

This book is free for one reason: the multi-meeting close isn't just inefficient, it slows the whole industry down. The job doesn't change between today and six weeks from now. The only thing that changes? More wasted time. Less margin. No added value.

If we can close faster, cleaner, and with less waste, **everyone wins.**

If you want to implement the One-Meeting Close in your company, visit [**salesask.com**](https://salesask.com). Our AI coaching platform helps your reps close in the home, consistently, confidently, and fast.

If this playbook gave you value, share it. Post it. Help more companies win bigger, faster, and smarter.

Let's build the future of trades sales, **together.**

Let's go.

Resources

Objection Handling Master Sheet, One-Meeting Close Edition

This is your go-to guide for overcoming resistance, hesitation, and stalls, all while keeping the customer confident, comfortable, and moving toward a decision. Use these in the field. Drill them in training. Role-play them weekly.

When in doubt: **Ask more questions. Don't defend, discover.**

Objection: "We just want to think about it."

What it really means: I'm not ready. I want to feel more certain, but I don't know how.

Your Move:

"Totally fair. What part are you still unsure about, price, timeline, or something else?"

If vague:

"Let's say you take a day or two, what do you expect to learn that you don't already know right now?"

Optional Reframe:

"If I could give you everything you need to feel confident moving forward today, would anything still be holding you back?"

Objection: "I need to talk to my spouse/partner."

What it really means: I'm unsure and want an out. Or I'm genuinely not the only decision-maker.

Your Move:

"Totally understand. Most couples talk these things over. Here's what we usually do: we hold the price and schedule spot so you can review it together. If anything needs to change, we adjust tomorrow. Fair enough?"

Spouse Proxy Close:

"If they were here now, what would they want to know? Is there anything they'd want to add or change before moving forward?"

Objection: "We're getting other quotes."

What it really means: I'm shopping. I need to justify my decision or talk myself out of it.

Your Move:

"Totally makes sense, and you should compare. But let's make sure you're comparing apples to apples. Want me to show you how we stack up on install speed, quality, warranty, and value, not just price?"

Add pressure:

"Most of our clients checked around too, and still chose us once they saw the full picture."

Objection: "The price is too high."

What it really means: I believe the solution works, I'm just not sold on the value.

Your Move:

"Understood. When you say too high, compared to what?"

Anchor it to outcomes:

"You're not just buying a product, you're buying peace of mind, no more callbacks, and no surprises down the road."

Takeaway Close:

"If this really didn't match what you needed, I'd agree with you. But from what you shared earlier, this checks every box. Want to walk it together again?"

Objection: "I don't want to decide today."

What it really means: I don't feel ready and don't want to be pressured.

Your Move:

"Totally fine, not here to push you. Let me ask: what would need to be true for you to feel good saying yes today?"

Objection: "Can you email me the quote?"

What it really means: I want to avoid deciding right now. I want control.

Your Move:

"I can, but I'll be honest, most people don't really review emailed quotes. What works better is we walk through it together now so you're 100% clear. If it's not the right fit, no pressure."

Objection Categories

Price Resistance

- "The price is too high."
- "Can you do any better?"
- "I saw a lower price elsewhere."

- "I need to check with my accountant/budget."

Playbook:

- Break price into components (materials, warranty, labor).
- Shift to cost of inaction.
- Use cost/value comparison.
- Offer flexible payment plans or phased options if applicable.

Delay Tactics

- "We just want to think about it."
- "We're not ready to make a decision."
- "Can you leave this with us?"
- "We need more time."

Playbook:

- Ask: "What would change between now and tomorrow?"
- Identify the hidden objection.
- Frame a soft close: hold the price/install window.
- Ask: "What do you need from me to feel confident today?"

External Decision-Maker

- "I need to talk to my spouse."
- "I'll run this by my partner."
- "I need approval from [boss, committee, etc]."

Playbook:

- Spouse proxy close.
- Lock in now, adjust later.
- Ask what they expect the other person to say.
- “What would you decide if it were only up to you?”

Shopping Around

- "We're getting other quotes."
- "I want to compare."
- "We have another company coming tomorrow."

Playbook:

- Apples to apples comparison.
- Ask: "What's most important in your decision?"
- Build urgency with install schedule, promotions.
- Highlight social proof: "Most of our clients did compare , and came back to us."

Quote Deflection

- "Can you email it to me?"
- "We'll look at it later."
- "Just leave something with us."

Playbook:

- Reframe: Email = inaction.

- Walk the quote live.
- Ask: "What's holding you back from reviewing it now while I'm here to help?"
- Offer: hold the quote, follow up only if needed.

From Broke to Boss:

15 Warriors Who Chose to Close

Real stories. Real sales. Real transformations.

This isn't a list of billionaires with trust funds or influencers sipping green juice in Bali. These are everyday people, tradesmen, techs, and door-knockers, who started broke, in debt, and out of options. They were patching basements, fixing garage doors, and eating rejection for breakfast.

What changed? They flipped the switch. They stopped thinking like workers, and started thinking like owners. They mastered sales. They built teams. They learned to lead.

This chapter isn't just here to inspire you. It's a roadmap. If they can do it, so can you.

The reason we show you these stories is simple: proof changes belief. When you see real people from your world, same challenges, same starting line, go from broke to boss, you stop making excuses and start seeing possibilities.

You don't need a perfect background. You don't need a fancy degree. What you need is hunger. A process. And belief.

This chapter is here to light the fire. The rest of this playbook shows you how to turn it into results.

Tommy Mello

Tommy was \$50K in debt, with maxed-out credit cards, working nights fixing garage doors just to scrape by. He was overwhelmed, exhausted, and close to giving up. One night, after another no-show customer and a bounced rent check, he made a decision: stop just "fixing" and start *selling*. He stopped pitching repairs and started offering service agreements, upgrades, and future-focused solutions. That shift in mindset took him from being a broke technician to the CEO of A1 Garage Door, a company now valued at over \$100 million.

"If you want to grow a business, you have to grow people."

Build leaders, not just sales.

Ken Goodrich

Ken inherited Goettl HVAC when it was on the brink, crippling debt, pending lawsuits, and a name nobody trusted. Most would have walked away. Instead, he leaned in. He invested in systems, built a culture of trust and professionalism, and treated his technicians like sales leaders. By putting accountability and process at the core, he rebuilt Goettl into a \$100M+ HVAC giant, one of the most respected names in the industry.

"You either fix the problem, or the problem fixes you."

Systems and accountability build lasting success.

Victor Rancour

Victor was working brutal 18-hour days as an HVAC technician, juggling calls and crawling through attics just to make ends meet. His turning point came when he realized the guys making real money weren't doing the installs, they were doing the selling. He threw himself into mastering the in-home close. He studied scripts, filmed himself, tracked his close rate daily. Within a few years, he built his own 8-figure business and began training others to do the same.

"Average is the enemy."

Sales skills turn tradespeople into CEOs.

Sam Taggart

Sam was a college student knocking doors to pay for tuition, often in rain, snow, or blistering heat. Armed with a clipboard and a dream, he faced daily rejection and long hours. But instead of quitting, he reframed every 'no' as training, and every slam of the door as a step closer to greatness. He learned to serve instead of pitch, and that mindset led him to found D2DCon, a conference that brings together the best door-to-door reps in the country. Today, he's one of the most respected voices in field sales.

"You either knock or you don't."

Rejection builds champions.

Brandon Dawson

Brandon built his first company with hustle and grit, then lost it all. The failure crushed him. But instead of giving up, he rebuilt with wisdom.

This time, he focused on scale through systems and leadership. He learned to lead people who were better than him. That shift took him from heartbreak to a \$151M exit. Now, he coaches entrepreneurs on how to build organizations that don't rely on them to survive.

"Your business is a reflection of your leadership."

Build teams that can win without you.

Brian Hess

Brian didn't start with a big audience or a flashy brand. He started with a 4AM alarm clock, a phone, and a burning desire to help contractors grow.

Day after day, he made calls, created content, and coached anyone who would listen. What started with one man on a mission became Top Contractor School, a nationwide movement helping contractors scale through mindset, systems, and belief.

"Do the work no one else is willing to do."

Hustle quietly. Let results make the noise.

Mike Claudio

Mike was a contractor overwhelmed by projects and underwhelmed by profits. He was busy, but broke. That's when he realized he wasn't charging enough and wasn't leading with value. He started studying high-ticket sales, raised his prices, and began attracting better clients. He built WinRate Consulting to teach other contractors how to win on purpose, not by accident.

"Small daily wins build empires."

Charge what you're worth, and then prove it.

Hunter Ballew

Hunter started in a garage with little more than determination and a willingness to knock doors no matter the weather. He faced slammed doors, constant rejection, and financial strain, but he never gave up. Through raw persistence and a deep belief in serving others, he slowly built momentum. He didn't just sell roofs; he built relationships and educated customers. That mission-first approach helped him build a \$30M+ roofing company and launch RoofCon, a movement to elevate integrity and leadership in the trades.

"Impact over income."

Serve first, and scale follows.

Adam Bensman

Adam was a decent rep stuck in a serious slump. He wasn't closing, wasn't growing, and started to doubt himself. Then one week, he sat down and reviewed every pitch. He realized he was doing everything right, except asking for the deal. So he doubled down on one skill: confident closing. He mastered objection handling, built a simple framework for asking, and practiced relentlessly. Within months, he was pulling in \$100K/month, and helping others do the same.

"Close the deal. Serve the client. Repeat."

Don't hope for the close, ask for it

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Becca Switzer

Becca walked away from a stable job to chase a vision, and immediately felt imposter syndrome creep in. But instead of folding, she threw herself into studying sales psychology and home improvement pricing. She learned to command high-ticket jobs by educating clients and owning her value. Becca built Roof Sales Mastery, a training business that's helped thousands of reps master premium pricing and close deals without discounting.

"Your success = your standards."

High standards create high income.

Deshaun Bryant

Deshaun started with zero connections, no reputation, and no plan, just a determination to win. He hit the doors day after day, sweating through his shirts in 100-degree weather, hearing 'no' after 'no.' His breakthrough came when he realized people weren't rejecting his product, they were rejecting low energy. He began bringing fire and positivity to every doorstep. That shift built not just his sales, but his brand. Today, Deshaun is a force in the door-to-door world and a motivational voice for closers everywhere.

"Be intentional with your energy."

Your vibe drives your value.

Lee Haight

Lee was a talented rep afraid to go after the big deals. He'd instinctively discount, assuming the customer couldn't afford more. Then one day, he sat down with a coach who asked: "What makes you think *you* know their budget?" That moment shattered his limiting belief. He learned to present premium options with confidence, and clients responded. Today, Lee is one of the most respected high-ticket sales trainers in roofing, and helps others break the ceiling they've built in their heads.

"Your mindset is your ceiling."

Don't lower your price, raise your belief.

Brad Leavitt

Brad worked in competitive markets where winning the job often came down to the lowest bid, and he kept losing. Instead of slashing prices, he doubled down on integrity. He built trust by doing walkthroughs others skipped, answering questions others dodged, and delivering work that outshined the competition. Slowly, his name became synonymous with luxury, trust, and craftsmanship. Today, his firm is known for high-end homes and high-touch service.

"You build trust by overdelivering."

When you lead with integrity, price becomes secondary.

Larry Janesky

Larry started out fixing basements, one crawl space at a time. The work was hard, margins were thin, and growth was slow. Until he realized that the key wasn't doing more, it was doing smarter. He created a repeatable system for selling, servicing, and scaling. That system grew into a \$200M+ franchise network known for solving foundation problems and delivering peace of mind.

"Franchising is multiplying success."

Systems are the engine of scale

Al Levi

Al was drowning in his family plumbing business, putting out fires, making every decision, and getting no time off. He realized the business couldn't grow because he was its biggest bottleneck. So he documented every task, delegated with clarity, and created what would become the 7-Power Contractor system. That method gave him freedom, and gave thousands of other contractors a roadmap to run their businesses without burning out.

"If you're the answer to every problem, your biz is broken."

Delegate processes, not just tasks.

Doug Dwyer

Doug took over a struggling kitchen remodeling franchise that was bleeding cash and morale. Instead of pointing fingers, he looked inward, and began transforming the company culture. He prioritized people, rolled up his sleeves, and led from the front. Slowly but surely, the brand's reputation turned around. Customers came back. Teams reengaged. That personal growth fueled business growth, and Doug became a sought-after speaker on leadership in the trades.

"Business growth starts with personal growth."

Great businesses are built by growing great people.

Jefferson K. Rogers

Jefferson's life nearly derailed from addiction and poor decisions. When he finally got clean, he had no career, no contacts, and no direction. He picked up a clipboard and started knocking doors, in snowstorms, in neighborhoods that weren't friendly, with nothing but belief in a better life. He failed a lot. But he kept going. He learned to tell his story with strength instead of shame. That transparency became his greatest asset. Today, JKR Windows is a multi-million dollar brand, and Jefferson is proof that redemption can become revenue.

"Your past doesn't define your future. Your decisions today do."

Your story is your superpower.

Dave Yoho

Story: Dave started selling encyclopedias door-to-door in the 1950s. No internet, no CRM, no luxury of multiple follow-ups. You either closed, or went hungry. That experience forged him into a master closer. He later launched one of the most influential sales training organizations for the home improvement industry. Thousands of reps, owners, and companies have leveled up their close rates because of Dave's timeless principles.

"No close, no sale, no profit."

Closing isn't aggressive, it's essential.

Anthony Delmedico

Anthony got his start knocking doors after storms, working long hours, cold calling neighborhoods, and dealing with people who slammed doors in his face. Instead of seeing rejection as failure, he saw it as education.

He learned how to build rapport fast, how to pitch with precision, and how to manage storm-chasing crews across the country. He turned those lessons into a playbook, literally, and now trains storm restoration sales pros nationwide.

"You can't learn to swim in the shallow end."

Get uncomfortable. That's where growth lives.

These people didn't wait for success to show up.

They knocked. They asked. They closed.

So can you.

The One-Meeting Close system you're holding in your hands? These are the people who lived it, before it had a name. They found success the hard way: through reps, rejection, and relentless belief. What this playbook gives you is the shortcut they never had.

Every story here proves that change doesn't require permission, just action. And now, you've got a proven process to back that action up.

So here's your next move: go back to the first chapter. Start installing the mindset. The structure. The system. Follow it step by step. Practice it. Coach it. Own it.

Because this isn't just a collection of stories. It's a blueprint in disguise.

Let this be your pivot point, from quoting to closing, from waiting to winning. You're not just learning how to sell. You're learning how to lead.

One meeting.

One close.

One chapter at a time.

Your name belongs on this list.

Now let's go earn it.

And last, thank you again.

Please be one of those givers and share this with other home service business owners by leaving a review.

It would mean the world to me.

A handwritten signature in black ink that reads "Moe Abbas". The signature is written in a cursive, flowing style.

Moe Abbas, Founder, Salesask.com