



SELLING

more profitable contracts

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In late 2008, the high-flying era for the home remodeling and improvement industry started to develop complex problems. During the next four years the phone didn't ring as much, referrals lessened, and there was less business to share. Thus began the cries of woe regarding the recession. During the same period of time while many remodelers were fighting to survive, there were many companies that were actually thriving in the same markets.

What occurred is the home remodeler succumbed to the concept that business was, and would continue to be, poor. Here, I'll inject a little known phenomenon called "make marketing versus take marketing."

Moreover, this is a key if you are selling a product or service directly to the user that requires installation into or onto an existing dwelling. To understand this phenomenon is to grasp the key issue

for developing more leads—for more prospects—to whom to sell your products and services.

Take versus make marketing

Simply stated, "take marketing" enables the seller of goods and services to analyze the market then design a program that will enable the marketer to sell a percentage of that market. Once accomplished, this is called market share.

This is especially true regarding building materials. There is a fairly accurate projection as to how many houses will be built, torn down, or remodeled over the course of a year. An accurate projection can also be made as to how many feet of piping, flooring, roofing, insulation, and windows will be installed. Those who offer goods in those markets will decide how to take the piece of that