THE POWER OF A STRONG SALES PROCESS

Helping Tradespeople Win More Work, More Often

PLAYING TO WIN

MASTERCRAFT ELECTRICAL

MASTERCRAFT PLUMBING

Why Sales Skills Matter in the Trades

- Being great on the tools isn't always enough
- Competition is fierce – Customers have more choice than ever
- Customers want professionalism from the first phone call through to the final invoice
- Being the same as your competitor guarantees you nothing

PLAYING TO WIN

MASTERCRAFT ELECTRICAL

MASTERCRAFT PLUMBING

Understanding the Sales Process

- A **step-by-step approach** to handling enquiries, quoting and winning jobs
- It includes:



- It's not about being a "salesperson" - it's about clear, confident communication

PLAYING TO WIN

MASTERCRAFT ELECTRICAL

MASTERCRAFT PLUMBING

What a Good Sales Process Delivers

- Higher conversion rate from quotes
- Less time wasted on tyre-kickers
- More consistent pricing and quoting
- Professionalism building trust and referrals
- Improved margins with less discounting
- Win more jobs

PLAYING TO WIN

MASTERCRAFT ELECTRICAL

MASTERCRAFT PLUMBING

People buy off People

- Customers often can't judge the technical side of the job

- But they will notice
  - How fast you reply
  - Whether your quotes are clear
  - How professional you sound, look and present yourself
  - Whether you follow up.

- A great sales process builds trust, removes doubt. And makes it easy to say "yes".

PLAYING TO WIN

MASTERCRAFT ELECTRICAL

MASTERCRAFT PLUMBING

Real Life Examples – Quote One

Second response also paints a picture of the type of business you are potentially going to be dealing with.

Note there has been no follow up

First note time taken to reply from Dave's first enquiry
Level of response is totally lacking and unprofessional – why would you give this guy your business.

Note spelling mistakes

Due to lack of initial response the customer is already starting to ask questions about the level of commitment and professionalism this company offers

From:
Sent: Thursday, 3 July 2025 5:23 pm
To: Dave Wilson <dave.wilson@mastercraft.co.nz>
Subject: Re: Concrete grind and polish

Hi , yes they come up very good .
Cheers

On Thu, 3 Jul 2025 at 5:21 PM, Dave Wilson <dave.wilson@mastercraft.co.nz> wrote:

Thanks Bryan

I was beginning to wonder if you had not received my email.

Great that you must be busy in this tough market.

Do old concrete floors come up nicely with this treatment?

Cheers

Dave Wilson National Operations Manager

From:

Sent: Thursday, 3 July 2025 4:55 pm
To: Dave Wilson <dave.wilson@mastercraft.co.nz>
Subject: Re: Concrete grind and polish

Hi Dave , thanks for inquiry .Cost world be $2800 plus gst

cheers Bryan

On Wed, Jun 11, 2025 at 11:17 AM Dave Wilson <dave.wilson@mastercraft.co.nz> wrote:

Hi there

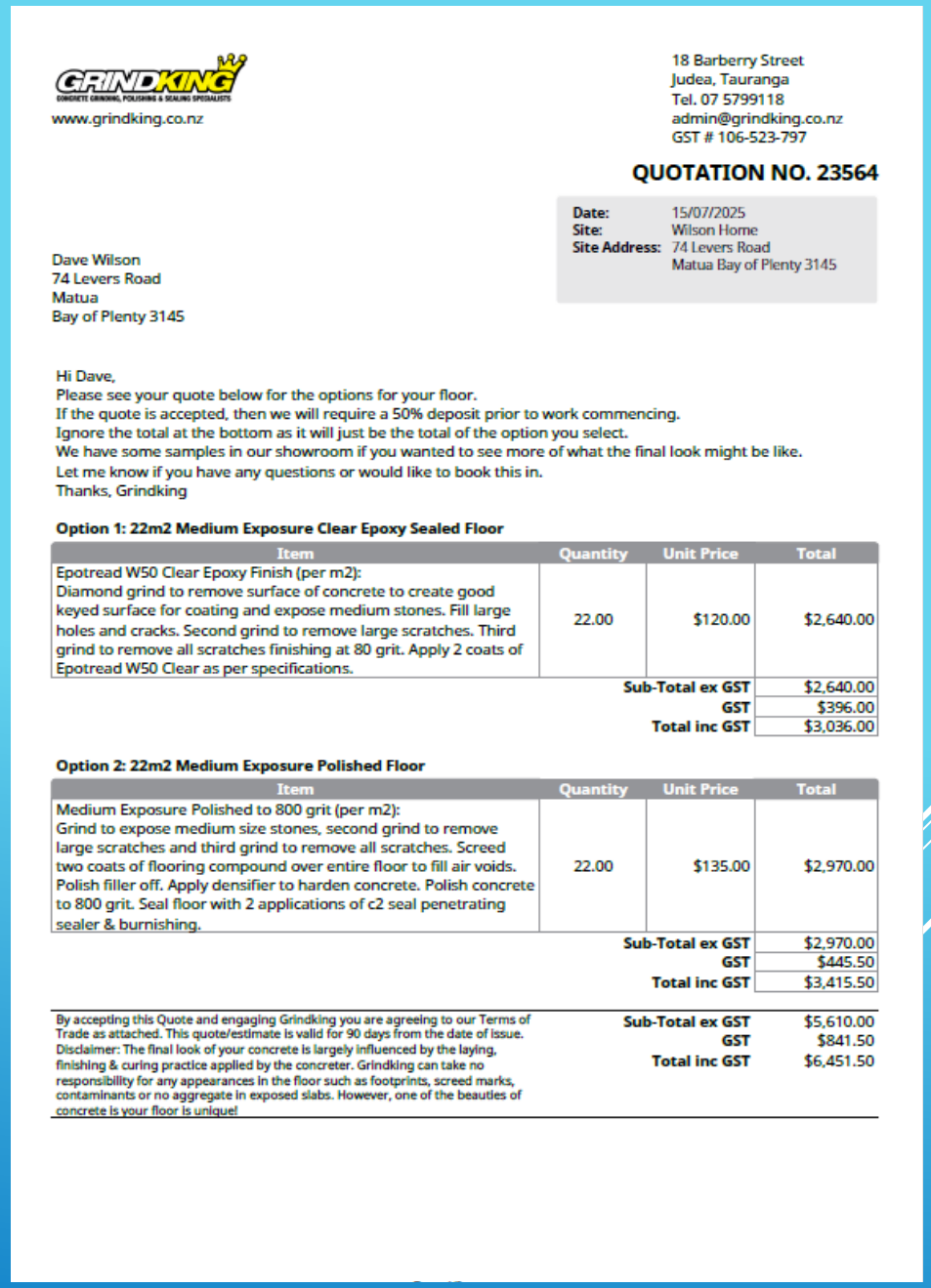
I have a small, 22m2 concrete garage floor that is now my home office, so looking at potentially grinding and polishing the floor.

Could I please have an estimate for a floor this size in Matua?

Cheers

Real Life Examples – Quote Two

- Company visited site
- Discussed options
- Provided detailed proposal with options
- Responded within a timely manner
- Included Terms of Trade etc within the proposal
- Advised payment terms



GRINDKING
CONCRETE GRINDING, POLISHING & SEALING SPECIALISTS
www.grindking.co.nz

18 Barberry Street
Judea, Tauranga
Tel. 07 5799118
admin@grindking.co.nz
GST # 106-523-797

QUOTATION NO. 23564

Date: 15/07/2025
Site: Wilson Home
Site Address: 74 Levers Road
Matua Bay of Plenty 3145

Dave Wilson
74 Levers Road
Matua
Bay of Plenty 3145

Hi Dave,
Please see your quote below for the options for your floor.
If the quote is accepted, then we will require a 50% deposit prior to work commencing.
Ignore the total at the bottom as it will just be the total of the option you select.
We have some samples in our showroom if you wanted to see more of what the final look might be like.
Let me know if you have any questions or would like to book this in.
Thanks, Grindking

Option 1: 22m2 Medium Exposure Clear Epoxy Sealed Floor

Item	Quantity	Unit Price	Total
Epotread W50 Clear Epoxy Finish (per m2): Diamond grind to remove surface of concrete to create good keyed surface for coating and expose medium stones. Fill large holes and cracks. Second grind to remove large scratches. Third grind to remove all scratches finishing at 80 grit. Apply 2 coats of Epotread W50 Clear as per specifications.	22.00	$120.00	$2,640.00
		Sub-Total ex GST	$2,640.00
		GST	$396.00
		Total inc GST	$3,036.00

Option 2: 22m2 Medium Exposure Polished Floor

Item	Quantity	Unit Price	Total
Medium Exposure Polished to 800 grit (per m2): Grind to expose medium size stones, second grind to remove large scratches and third grind to remove all scratches. Screed two coats of flooring compound over entire floor to fill air voids. Polish filler off. Apply densifier to harden concrete. Polish concrete to 800 grit. Seal floor with 2 applications of c2 seal penetrating sealer & burnishing.	22.00	$135.00	$2,970.00
		Sub-Total ex GST	$2,970.00
		GST	$445.50
		Total inc GST	$3,415.50

By accepting this Quote and engaging Grindking you are agreeing to our Terms of Trade as attached. This quote/estimate is valid for 90 days from the date of issue. Disclaimer: The final look of your concrete is largely influenced by the laying, finishing & curing practice applied by the concreter. Grindking can take no responsibility for any appearances in the floor such as footprints, screed marks, contaminants or no aggregate in exposed slabs. However, one of the beauties of concrete is your floor is unique!

Sub-Total ex GST	$5,610.00
GST	$841.50
Total inc GST	$6,451.50

Two Quotes/Proposals

- Prices are very similar
- Who would you have most confidence in spending your money with?

Quick Wins to Boost Your Sales Process

- Answer enquiries promptly – within hours, not days
- Pre-qualify leads – ask key questions to avoid timewasters
- Quote fast and follow up - most jobs go to the fastest quality quote
- Use templates or software – consistency builds professionalism
- Ask for the job – don't be afraid to close the sale
- Follow Up –a simple check-in wins jobs others forget

PLAYING TO WIN

MASTERCRAFT ELECTRICAL

MASTERCRAFT PLUMBING

Long Term Impacts

- More work = more revenue
- Better jobs = less stress
- Happier Customers = more referrals
- Structured Sales = easier to train staff or grow a team
- You're building a business, not just doing a job

PLAYING TO WIN

MASTERCRAFT ELECTRICAL

MASTERCRAFT PLUMBING

Where to Go from Here

- Audit your current process - Where are the gaps?
- Start simple – even small changes make a big difference.
- Consider training or tools to streamline quoting & follow-up.
- Talk to others in your trade who are doing well.
- Be prepared to change to be better and different than everyone else.

PLAYING TO WIN

MASTERCRAFT ELECTRICAL

MASTERCRAFT PLUMBING

Don’t Just Be the Best on the Tools - Be the Best at Winning Work

“You can be the best in your trade,
but if no one knows it –
it won’t grow your business”

PLAYING TO WIN

MASTERCRAFT ELECTRICAL

MASTERCRAFT PLUMBING